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DECEMBER 20, 1943

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The Weekly Newsmagazine of Radio

Broadcast Advertising

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—from WLS Listeners

In the past eight holiday seasons, WLS listeners have contributed $45,372.02 to the WLS Christmas Neighbors Club. With this money, WLS has purchased and distributed among some 300 children's hospitals and orphanages:

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Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of **March 3, 1879.**

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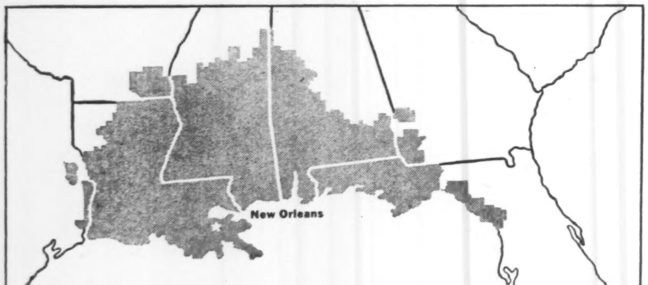
IN WWL-LAND!

They're Part of The 10,000,000 Customers From Five Different States!



$30,000,000 IS A LOT OF SUGAR—Especially since it's the value of an average year's Louisiana sugar cane harvest. AND THERE'S A HARVEST FOR YOU in the 5-state territory dominated by 50,000 watt, clear channel WWL. See for yourself. You'll like the results.

WWL
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50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C
870 National Press Bldg.—Telephone: MEtropolitan 1022

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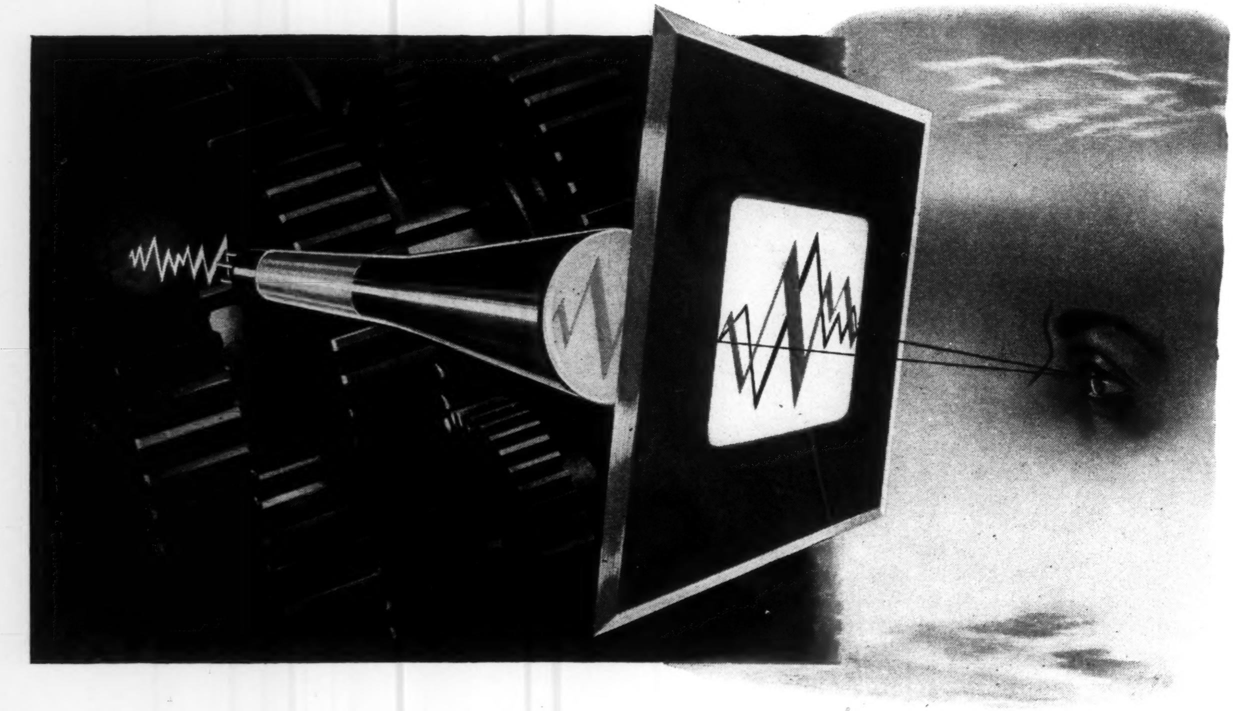

Key to a world within a world

To inspect metal, judge its inner worth with the aid of electronics, is to add a vital chapter to war industry's book of knowledge. More, it is to write a preface to the mightier book of the future.

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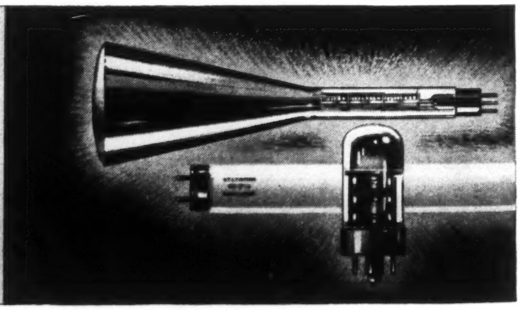

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Portland payrolls have increased, since the war started, from an average of $7,450,000 per month in 1941—to around $38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. There are plenty of *people with money* in this market! To sell 'em, tell 'em over KGW.

KGW

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•

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5600
6400
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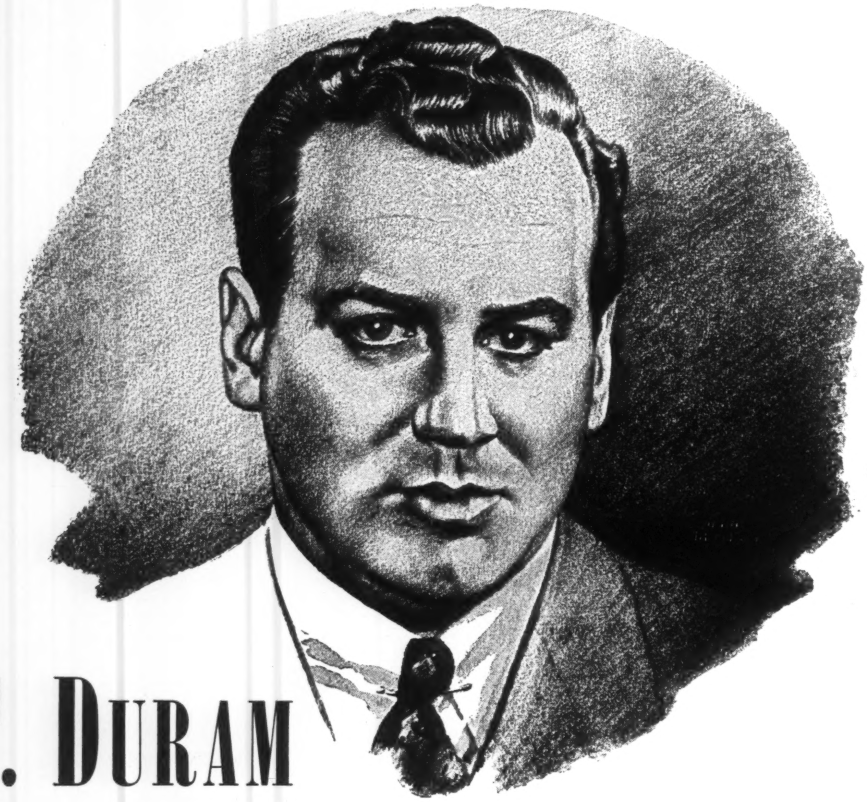
7001
7700
7800
8300

A very small portion of the payroll lines at one of the Kaiser shipyards in Portland

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTI



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Media Director, H. W. Kastor & Sons, Chicago

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●You took the words right out of our mouth, Mr. Duram! As a matter of fact, we were just this morning figuring out the cost-per-advertising-impression for a typical advertiser, spot-casting *before 7 a. m.*, on one of the stations we represent. From audited findings of a recent audience survey, the cost *among actual listeners* comes to approximately

2,765 LISTENING RADIO FAMILIES FOR *ONE DOLLAR*

—OR 27.6 RADIO FAMILIES PER *CENT!*

●To be sure, that figure is based on a bargain, early-morning rate, and the station is a terrific stand-out in its market. But the figure is *accurate*, and even allowing for every "yes, but" that anyone could dream up, it still speaks volumes for this matter of *costs* for spot broadcasting. . . . If any of you agencies or advertisers want *ammunition on spot-broadcasting*, give F&P a ring!

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BROADCASTING
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Vol. 25, No. 25 WASHINGTON, D. C., DECEMBER 20, 1943 $5.00 A YEAR—15c A COPY

Senate Hearings Close After Six Weeks

Parting Invective Hurled by Fly At Nets

IMPOSITION of fines by the FCC for station violations not serious enough to warrant revocation of license, and inclusion in the law of requirements that blocks of time be devoted to public-service sustainings, were the last-fling proposals of Chairman James Lawrence Fly at the concluding hearings Thursday before the Senate Interstate Commerce Committee on new radio legislation.

Closing the hearings in about the same vein as he opened them Nov. 3, Mr. Fly hurled invective at the "big chains", but singled out NBC and its parent RCA as particular targets, obviously because he didn't like the embattled testimony of NBC President Niles Trammell the preceding week. While he perished the thought of FCC regulation of programs in any way, Mr. Fly nevertheless repeatedly attacked just about everything on the air, and damned the whole NBC program schedule from top to bottom.

Dodges Issues

Of the 27 hearing days, Mr. Fly spent five on the stand—three in early November, and the last two on Wednesday and Thursday. He dumped into the committee record reams of FCC statements and proposals essaying to answer every statement or allegation made by preceding witnesses. He dodged the more controversial questions covering newspaper ownership and FCC policy on dual operation of FM and AM stations in the future. But he predicted the end of clear channels on the coasts, and said the multiple ownership order would stick.

With the conclusion of the hearings, Chairman Wheeler (D.-Mont.) announced that the committee would consider proposed new legislation in executive session. The White-Wheeler Bill (S. 814) to remold the FCC and limit the FCC powers, will be used as the base. Chairman Fly opposed the bill almost in toto. Every recommendation he made would tighten, rather than relax, and would give the FCC powers, which, in the judgment of observers, are broadest possible short of actual Government ownership.

The preponderent view was that the Committee wouldn't get to work on the bill until after the Christmas-New Year's holidays — probably during the week of Jan. 3. It also was thought that the Committee would be disposed to write amendments to the existing law, rather than attempt a full-scale revision of the Communications Act of 1934. This was because of impending post-war developments, such as FM, television, and facsimile, and the repeatedly-expressed view of a number of witnesses that the law should be kept flexible until the full effect of these new broadcast services are realized.

Proposes $500 Fines

Chairman Fly proposed two written amendments—one that stations be fined a maximum of $500 a day for each day of violation of regulations, as a means of maintaining order without resorting to the extreme penalty of revocation, and one whereby FCC approval would be required for transfers of 20% or more of station stock, as against the present requirement covering control. He suggested orally that Congress might specify that fixed percentages or blocks of time be allocated for particular types of programs. And in his prepared analysis of the bill, shoved into the record without reading, he made a series of suggested changes.

See story on House Committee testimony on page 12; Fly charged with blocking FCC probe, page 64; detailed account of Fly proposals for new provisions in law, page 56.

During his first appearances, Mr. Fly was sharply critical of CBS. Testifying after William S. Paley, CBS president, appeared out of turn to allow him to undertake a mission for OWI in the war theatres, Mr. Fly whaled away at him and his network. At that time, the position of NBC on legislation wasn't known, though there were indications it might remain neutral. When Mr. Trammell went all out to curb the FCC and charged Mr. Fly with making loose accusations about "industry domination", the lid was off for the FCC chairman. He let loose with biting condemnation of NBC from all angles during his last two days on the stand. He again hurled the monopoly charge at RCA, and described in infinite detail its far-flung operations in radio and entertainment.

Hot Questions

The last few minutes of the hearing Thursday proved the most important, if not dramatic. Senator Wheeler fired at Mr. Fly a series of questions on hot policy issues that yielded these responses in substance:

1. Clear channels can be broken down on the coasts and probably will be. The Commission may find it necessary to take clear channel stations from the coasts and move them to the interior where they will do the most good.

2. Standard broadcasters who get FM stations do so at their own peril, since the FCC hasn't yet decided whether it will later allow dual ownership of FM and AM stations in the same area, and hasn't decided whether it should move the AM facilities to other areas not served.

3. Very little of the "critical materials" frozen under the April 27,

(*Continued on page 10*)

Fly Discloses FCC Policy Lethargy

Questions by Wheeler Fired at Close Of Hearings

SOME LIGHT but more confusion about future FCC policy on salient issues such as ownership, licensing practices and allocations, were developed at the concluding hearing before the Senate Interstate Commerce Committee last Thursday after Chairman Wheeler (D-Mont.) fired a series of pointed questions at FCC Chairman James Lawrence Fly. On the hot issue of newspaper ownership of stations, Chairman Fly said he thought the Commission would render its decision in a "matter of days".

[*Commissioner Ray C. Wakefield previously had testified the Commission would announce its policy, probably in recommendations to the committee, before the hearing ended. He advocated no categorical rule against newspaper ownership but proposed that it be considered an element in all situations and particularly competitive ones, with the non-newspaper applicant thereby placed in a favored position. Commissioner T. A. M. Craven who predicted the Commission would favor divorcement of newspapers from station ownership, repeatedly has said he favored no discrimination whatever. It was presumed the Commission would decide the issue this week. A meeting is scheduled on it today (Monday). The administration has been represented as favoring divorcement and therefore the best guesses are that some modified ban will be voted 4-2: Fly, Wakefield, Walker and Durr for, and Craven and Case against.*]

Interest in Line Savings

Because of the significance of the Wheeler questions and the Fly answers, during the waning minutes of the hearings, they are abstracted herewith:

WHEELER: How much of a saving in line costs did the recent reduction on broadcast lines made by the telephone company amount to, do you know that? . . .

FLY: I think that was about a a 25% overall savings.

WHEELER: Now, was any of that passed on to the broadcasting stations, or was it all taken by the networks?

FLY: Mr. Norfleet (FCC chief accountant) draws attention to the fact that a number of the charges involving particular charges were reduced as much as 50%, but the overall result was a reduction of 25%. Now, I don't know how much of that saving has gone back to the stations themselves. I am afraid it is a rather small percentage.

WHEELER: The reason I brought it up was, I received a letter from a broadcasting station in the Southwest in which they complained that the reduction of the line charges

(*Continued on page 66*)

1942 order preventing new construction, has been used by the military, and most of it is still in the warehouses.

4. The grant of a 50,000 w daytime station, even under the freeze, to Carr Collins and Baylor U. at Corpus Christi, Tex., was made to alleviate "a most difficult" international situation, since it eliminated XEAW as a border station at Reynosa.

5. The recent order, suddenly jerked out of mothballs, banning dual ownership of stations, will stick and in Mr. Fly's judgment, will eliminate "all dual ownership".

6. On settlement of the newspaper ownership policy (in response to Senator McFarland (D-Ariz.) the FCC will decide it "in a matter of days".

Refutes Pierson

At the session Wednesday, Mr. Fly began reading a 19-page statement devoted entirely to a refutation of the testimony of Joseph Pierson, president of Press Wireless Inc., and to justification of the Commission's action in grants of license in the war theatre to other carriers.

Then Mr. Fly got to broadcasting and advised the committee that he would discuss those "five little words" from the Supreme Court opinion: "The composition of that traffic". In a nine-page statement he dissected the opinion in his effort to prove that these words were "yanked out of context" and were made the "battle cry" by the "two great networks and the NAB".

When the committee meets to consider the voluminous testimony adduced at the hearings, it will have before it also the testimony taken by the House Interstate & Foreign Commerce Committee on the Sanders Bill in 1942, as well as the records on the network-monopoly hearings before the Senate Committee in 1941, and the more recent hearings on the telegraph merger bill.

Committee members who attended last week's meetings, which ran from Tuesday through Thursday were: Wheeler, Clark ((Ida.), Tunrell (Del.), McFarland (Ariz.), Democrats; White (Me.), Reed (Kan.), Gurney (S.D.), Brooks (Ill.), Moore (Okla.), Republicans.

Running Account

When last week's hearings opened Tuesday morning Luigi Antonini, president of the Italian-American Labor Council and general secretary of the Italian Dressmakers' Union, Local 89, International Ladies Garment Workers' Union, read a prepared statement, in which he urged the committee to consider legislation which would afford foreign-language groups an opportunity to present programs.

He told the committee that in October WELI New Haven canceled a program sponsored by the union and that WPEN Philadelphia has notified the organization that its program would be canceled as of Jan. 1, 1944. The program also is aired by WEVD New York. Mr. Antonini said he appealed to the FCC but to "no avail". When the witness said that WELI and WPEN were owned by the Bulova Watch Co., Acting Chairman Tunnell remarked: "Evidently they were carrying out somebody's policy" when the programs were canceled.

Senator White said he didn't see how Congress could undertake to "regulate networks, stations or particular groups of stations" with reference to carrying "any particular program" such as the one described by Mr. Antonini.

Negro Viewpoint

Edward H. Brown, director of the National Negro Council, appeared to ask that the proposed legislation include safeguards prohibiting "opprobrium and epithets against American citizens because of race, creed or color". He also asked that legislation provide for the transmission by facsimile, when it becomes a public service, of pictures of prominent Negroes "to serve the 13 million Negroes in the United States and to keep everybody informed". Senator Tunnell asked Mr. Brown to submit his recommendations in writing.

Chairman Wheeler put into the record Tuesday telegrams from Mark Woods, executive vice-president of the BLUE Network, and Miller McClintock, president of Mutual, declining Mr. Wheeler's invitations to appear before the committee. Both network officials informed the Senator that they could add no suggestions for legislation other than those already submitted.

When Chairman Fly took the stand he said he had assumed the

(*Continued on page 58*)

FCC Extends Licenses to Three Year

All Standard Stations Covered by Ruling Effective Dec. 15

BROADCAST licenses of the 912 standard broadcast stations, issued for two-year periods since Oct. 1941, last week were extended by the FCC to the statutory maximum of three years effective as of Dec. 15. The action was consistent with a commitment made by FCC Chairman James Lawrence Fly to the Senate Interstate Committee last month.

Under the Commission's action, the license tenure will be staggered by frequency groups in such a manner as to bring up expirations in orderly fashion and spread the work load of the FCC License Division over the full three-year period. The initial renewals, the Commission announced, will be staggered for periods ranging from one year to two years and nine months. The Commission's action was by unanimous vote, but it was understood that at least three members looked with disfavor upon the extension at this time, but did not feel strongly enough about it to cast negative votes.

Mr. Fly, in his testimony before the Senate Committee Nov. 3, declared in response to a question by Sen. Hawkes (R-N.J.) that the Commission had considered issuing licenses for three years. Sen. Hawkes had suggested "continuing" licenses and other witnesses had proposed licenses of 20 years or practically permanent ones to give stability to the industry.

Work Distributed

The Commission announcement explained that stations are grouped in order of the different license expiration dates in such manner as to include in each group a fair cross-section of the entire station roster. This, it was stated, will automatically accomplish a fair distribution of the work load on renewal applications.

In 1927, when the Federal Radio Commission was created, licenses first were issued for 60 days. In 1928, the license period was extended for a three-month period. This was increased to six months in 1931. In 1939 the FCC authorized issuance of licenses for one-year periods and in Oct. 1941 the tenure was increased to two years. Questions consistently have been raised in Congress and in the industry about the short license tenure.

"This action is in line with the policy of the FCC and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension," Chairman James Lawrence Fly said last Wednesday in connection with the FCC's announcement.

"In deciding the matter of extending the normal term of licenses, the Commission has always had to consider the concept of a license as a public trust and the need of the industry for all the assurance and stability that seemed consistent with the public trust concept."

Text of Revised Rule

Following is the full text of Section 3.34 of the Commission's Rules and Regulations as amended:

The Commission on Dec. 14, 19 adopted the following amendment of S tion 3.34 of the Rules and Regulati to become effective with respect to censes granted on and after Dec. 15, 19

Sec. 3.34 *Normal license period.*— standard broadcast station licenses be issued for a normal license period 3 years. Licenses will be issued to ex at the hour of 3 a.m., Eastern Stand Time, in accordance with the follow schedule, and at three-year intervals th after:

(a) For stations operating on the quencies 640, 650, 660, 670, 680, 690, 710, 720, 730, 740, 750, 760, 770, 780, 810, 820, 830, 840, 850, 860, 870, 890, 900, 940 kc, Nov. 1, 1946.

(b) For stations operating on the quencies 990, 1000, 1010, 1020, 1030, 1 1050, 1060, 1070, 1080, 1090, 1100, 1 1120, 1130, 1140, 1160, 1170, 1 1190, 1200, 1210, 1220, 1500, 1510, 1 1530, 1540, 1550, 1560, 1570, 1580 kc, 1, 1945.

(c) For stations operating on the quencies 550, 560, 570, 580, 590, 600, 6 620, 630, 790 kc, May 1, 1946.

(d) For stations operating on the quencies 910, 920, 930, 950. 960, 970, 1150, 1250 kc, **May 1, 1947.**

(e) For stations operating on the quencies 1260, 1270, 1280, 1290, 1 1310, 1320, 1330, 1350, 1360 kc, Nov. 1945.

(f) For stations operating on the quencies 1370, 1380, 1390, 1410, 14 1430, 1440, 1460, 1470, 1480, 1590, 1600 k Nov. 1, 1947.

(g) For stations operating on the quency 1230 kc, Feb. 1, 1946.

(h) For stations operating on the quency 1240 kc, Aug. 1, 1946.

(i) For stations operating on the quency 1340 kc, Feb. 1, 1947.

(j) For stations operating on the quency 1400 kc, Aug. 1, 1947.

(k) For stations operating on the quency 1450 kc, Feb. 1, 1948.

(l) For stations operating on the quency 1490 kc, Aug. 1, 1948.

NBC Stations Committe Selects District Agent

H. W. SLAVICK, WMC Memphi Edgar Bell, WKY Oklahoma Ci and Richard Lewis, KTAR Phoen have been elected members of t NBC Stations Planning & Advi ory Committee to represent Di tricts 4, 6 and 7 respectively du ing the coming year.

Other members were re-electe as follows: District 1, Paul W Morency, WTIC Hartford; 2, G Richard Shafto, WIS Columbia; James D. Shouse, WLW Cincinnati; 5, Stanley E. Hubbard, KSTP Minneapolis-St. Paul; 8, Arden X Pangborn, KGW Portland, Ore Group will meet in New York Jan 5 and 6 to elect a chairman and to discuss station problems with NBC executives.

TABLE TOPIC might well have been cheese, when this agency-sponsor network sextet conferred in Hollywood's Brown Derby for an informal program conference. Members of sextet are (l to r): W. F. Lockridge, Chicago vice-president and account executive of J. Walter Thompson Co., Kraft agency; Sidney N. Strotz, NBC western division vice-president; Cecil Underwood and W. F. Fowler, Hollywood manager and Chicago vice-president, respectively, of Needham, Louis & Brorby, servicing Parkay margarine account; J. H. Platt, advertising director of Kraft Cheese Co.; Norman Blackburn, Hollywood talent buyer for J. Walter Thompson Co.

William B. Lewis to Manage FM American Network Inc.

Former OWI, CBS Official Takes Over April 1; Shepard Named President; Expansion Voted

PPOINTMENT OF William B. ewis, former OWI radio official, s executive vice-president and eneral manager of the American etwork Inc., was announced last riday by the board of directors f the FM organization. The appointment becomes effective about pril 1, after completion by Mr. ewis of the nationwide program tudy he is making for William S. Paley and CBS.

Expansion Voted

At the annual stockholders meeting of American Network in New York Dec. 1, the following directors were elected for a one-year erm: Carlyle A. Bethel, Walter J. Damm, Eric V. Hay, John Shepard d, Harry Stone and O. L. (Ted) Taylor. The new board reelected Mr. Shepard, Yankee Network, as president, and Mr. Damm, WTMJ Milwaukee, as vice-president. Robert Ide was reelected secretary-treasurer.

Among other actions, the stockholders voted to renew American Network's application for a construction permit for an FM station in the New York market and to apply for construction permits for network-owned stations in Chicago and Los Angeles. Seven new applications for membership were accepted and will be announced as soon as contracts are completed, increasing to 20 the number of members in the network.

Mr. Lewis succeeds John R. Lathan, who has returned to the agency field, as American Network executive. He was former vice-president in charge of programs for CBS and subsequently chief of the Radio Bureau of OWI.

Mr. Lewis recently completed an eight-week trip through the East and Midwest, interviewing broadcasters, public leaders and typical listeners as part of a survey to evaluate the present radio program service and to report to CBS any findings which might lead to improvement. After January 1 he will travel through the South and Southwest, Rocky Mountain region and the Pacific Coast, and will complete his CBS study before assuming his new duties with American Network.

W. B. LEWIS

All Nation Should Hear Series, Durr Writes to Sen. Maybank

HOPE that the "full effect of the network regulations is felt" and that the entire country will be able to hear broadcasts of the 1944 World Series was expressed to Senator Burnet R. Maybank (D-S.C.) by Federal Communications Commissioner C. J. Durr in a letter to the Senator released last week.

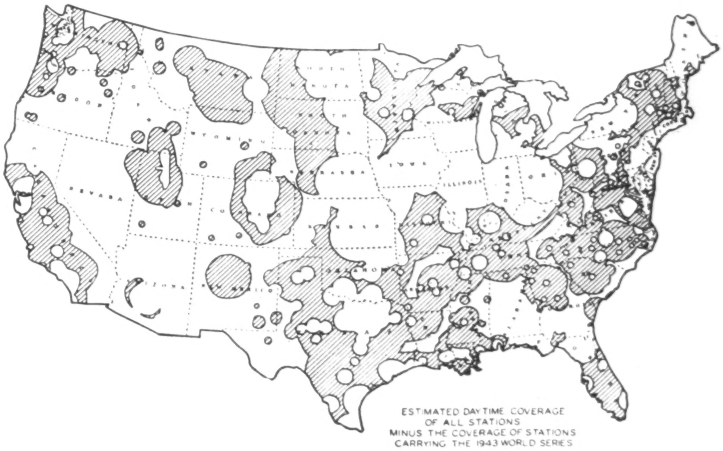
He enclosed a map (published herewith) showing areas of the country which might have had 1943 Series broadcasts but didn't "solely because the stations serving those area did not choose to, or because of the absence of connecting lines, could not provide them."

One in Each Area

"While it is readily apparent from the enclosed map that large areas of the country are still without the benefit of the Series broadcasts despite the existence of available facilities," Commissioner Durr wrote Senator Maybank, "nevertheless the total number of stations which carried the broadcasts of 1943 was far in excess of the 1942 figure.

"The Commission is in hopes that as the full effect of the network regulations is felt, the broadcasts will be made available to, and be used by, broadcast stations throughout the country. In this respect, however, the proper objective would seem to be assurance that the broadcasts will be carried by at least one station in each service area, rather than compulsory broadcasts of the Series by all sta-

(Continued on page 67)


ESTIMATED DAYTIME COVERAGE
OF ALL STATIONS
MINUS THE COVERAGE OF STATIONS
CARRYING THE 1943 WORLD SERIES

NO WORLD SERIES broadcasts were available to the shaded areas this year, in spite of the FCC network regulations prohibiting exclusivity, Commissioner C. J. Durr has advised Senator Burnet R. Maybank (D-S.C.). Commissioner Durr said those deprived of the series could not listen "solely because the stations serving those areas did not choose to, or because of the absence of connecting lines, could not provide them."

HOUGH IS ELECTED AS BLUE DIRECTOR

HAROLD HOUGH, owner of KGKO, Fort Worth-Dallas, and chairman of the BLUE's Stations Planning & Advisory Committee, was named a director of the BLUE Network Co. at a monthly board meeting held last Wednesday. This is said to be the first time a station executive who is not a network stockholder has been named a network director and is in line with the policy set forth by Edward J. Noble, chairman and owner of the BLUE, at the general meeting of BLUE affiliates in Chicago last month.

Mr. Noble recalled the organization last year of the network's Planning & Advisory Committee to provide network management with the counsel and guidance of men in day-by-day contact with the immediate problems of affiliated stations. "The time has come," he said, "when the stations should be represented, not only by this committee, but also by a stations man sitting with the company's directorate."

New Series Pending On Major Networks

Socony, Auto-Lite, Goodyear, Ford and Others Planning

NEW BUSINESS on the networks to start after the first of the year was taking definite shape last week for over a half dozen accounts, although as BROADCASTING went to press, full details on the programs were not available.

Ford Motor Co. executives in Detroit are completing plans for the five-weekly BLUE series expected to feature Tommy Dorsey, as well as a new half-hour show for Saturday or Sunday airing on either the BLUE or CBS. Auto-Lite Battery Corp., Toledo, plans to start its *Command Theatre* program on NBC in the Tuesday 7.30-8 p.m. period, now occupied by Goodyear Tire & Rubber Co.'s *Salute to Youth*. The latter company, which recently appointed Young & Rubicam to handle its account, is discontinuing the NBC show the end of December and plans to start a variety program on CBS.

Socony Music

Socony-Vacuum Oil Corp., on Jan. 13 goes on CBS with a series featuring a name orchestra, although time and details are still being settled, according to Compton Adv., New York. Eversharp Inc., Chicago, is working on its new BLUE show for inauguration after Jan. 1, and two other accounts—*Newsweek* magazine and *RKO* Radio Pictures Corp.—are said to be considering network shows.

Larus & Bros. Co., Richmond, Va., will drop its national spot radio schedule after the first of the year to sponsor a BLUE program featuring Guy Lombardo's orchestra, starting Jan. 16. The program will be heard in behalf of Edgeworth tobacco and Chelsea cigarettes on 62 stations, Sunday 10.30-11 p.m. Lombardo's CBS program goes off the air after the Dec. 20 broadcast to be replaced by P. Ballantine & Sons with a musical comedy series.

Larus ventured into the popular music field last June with Chelsea's *Band of the Week*, a five-minute recorded show on WJZ, BLUE outlet in New York. This program will go off the air along with other spot radio, although the firm may continue to use a few individual stations. Larus radio activities for the past six years have been confined largely to spots, transcribed programs and regional network sports broadcasts, with the exception of an NBC-BLUE program, *Alias Jimmy Valentine*, back in 1938. Warwick & Legler, New York, handles the account.

WKNY Joins Mutual

NEWEST Mutual station is WKNY Kingston, N. Y., 250 w on 1490 kc. The station became an MBS affiliate Dec. 15.

XUM

House Probers to Hear FCC Jan. 17

Garey Charges Lea, Fly Usurping Duties Of Staff

CHARGES that Chairman James Lawrence Fly of the FCC and Chairman Clarence F. Lea (D-Cal.) of the House Select Committee to Investigate the Commission were collaborating to present the Commission's case in the inquiry, without benefit of committee counsel, were hurled in open hearing Thursday by Eugene L. Garey, committee general counsel.

A heated argument by Mr. Garey and Charles R. Denny Jr., FCC general counsel, with Rep. Edward J. Hart (D-N.J.) and Chairman Lea (who was absent until sent for), resulted in the general agreement that the Commission will begin presenting answers to charges thus far made by witnesses and through documents about Jan. 17.

Thursday's heated debate, which brought the assertion from Mr. Denny that he was under instructions to "have no further negotiations with Mr. Garey" climaxed a week of strained tension and heated words over procedure of the committee (see page 64).

Developments Listed

Testimony admitted to the record last week included, among other things, these developments:

That the FCC failed to turn over to the FBI some 250,000 sets of fingerprints of amateur and commercial radio operators until "some time after Pearl Harbor", despite requests from the FBI.

That the FCC asked permission of certain labor organizations to turn over to the FBI fingerprints of radio operators.

That in 1936 prominent upper New York Democrats wrote President Roosevelt and the late Anning S. Prall, then Commission chairman, protesting against a construction permit issued to the Black River Valley Broadcasts Inc., for a station in Watertown, N. Y., on grounds that the corporation was controlled by Republicans and that the FCC cancelled the CP shortly thereafter.

That some licenses had been granted to members of the Japanese Nisei, who held dual citizenship—that is, citizenship in the United States and in Japan.

That licenses were issued to several aliens, subsequent to an Act of Congress passed in May 1932, prohibiting the issuance of radio operators' licenses to aliens. This came about, evidence disclosed, because the FCC took "no affirmative action" to check statements made by licensees.

That the FCC acquired a supplemental appropriation from Congress to employ 148 persons but that part of the money was used to give salary increases in the FBIS.

Testimony given by J. B. Beadle, FCC operators' license section chief, in executive session Monday afternoon was ordered placed in the record Tuesday. Mr. Beadle testified that in 1940 the FCC required of amateur and commercial operators statements of citizenship and fingerprints; that the fingerprints were kept in a confidential file at Commission headquarters and were not sent to the Dept. of Justice until June 1942.

Mr. Beadle told the committee that after the fingerprints were turned over to the FBI it was discovered that some "three or four thousand" had criminal records, although mostly for misdemeanors. With reference to non-citizens holding licenses, Mr. Beadle said most of them were Canadians, as he recalled. Rep. Hart asked that a complete report be filed with the committee.

Mr. Garey read into the record correspondence between the FCC and various labor organizations in which the Commission asked permission of the unions to turn over to the FBI the fingerprints of union members. The unions dissented, but on May 25, 1942, in a joint communication to Chairman Fly they suggested the Commission obtain permission of each individual. Subsequent correspondence disclosed that in late June 1942 the FCC, at the insistence of the Dept. of Justice, did turn the fingerprints over to FBI.

Mr. Beadle said he had not seen the correspondence.

Roosevelt Brought In

Sylvia Mercer, former secretary to John A. Kennedy (now a Navy captain on active duty), testified that Mr. Kennedy, head of the Charleston Broadcasting Corp., licensee of WCHS, was interested in the Kanawha Valley Broadcasting Corp., licensee of WGKV when it was built in 1939. Miss Mercer, who said she was assistant treasurer of the Charleston corporation, inferred a relationship between that firm and the Kanawha Valley corporation.

President Roosevelt entered the investigation, it was disclosed, when testimony of Lt. Henry A. Wise and Eliot C. Lovett, taken in executive session Dec. 7, was admitted to the record last Tuesday. Lt. Wise told the committee that in January 1936 he and others organized Black River Valley Broadcasters Inc. to construct and operate a station in Watertown, N. Y. In April that year application was filed with the FCC for the station and hearings were conducted before Examiner Melvin H. Dolberg.

BORN OF THE WAR is the furry upper lip sported by James D. Shouse (r), vice-president of the Crosley Corp., Cincinnati, in charge of broadcasting, just back from six weeks in Britain as special consultant to the OWI. Mr. Shouse confided to Robert E. Dunville (l), vice-president of Crosley and assistant general manager of broadcasting division, that he raised the mustache to occupy his time on the long boat voyage home.

At the hearings, Lt. Wise testified, there was considerable opposition, but the examiner's report recommended that a construction permit be granted the Black River corporation. Subsequently the Commission, on Sept. 22, 1936, entered final order, granting the CP effective Oct. 13, 1936. Lt. Wise said the following telegram, signed by John B. Reynolds, acting secretary of the FCC, was sent to his corporation Dec. 3, 1936:

"Order of Commission granting your application set aside and application set for hearing *de novo* before examiner to be heard with applications of Watertown Broadcasting Corp. and Brockway Co."

Political Angle

The lieutenant, now on active Army duty but granted a leave to appear before the committee, said efforts to ascertain from the Commission what had caused the revocation were in vain. At that time, he asserted, his company had spent some $8,000 for the station, with antenna up and studios near completion. A permit later was granted the Watertown Broadcasting Corp., he added. Before litigation was ended Black River Valley Broadcasts Inc. spent about $16,000, Mr. Wise declared.

Ambrose McCall, assistant committee counsel, read into the record letters addressed to President Roosevelt and the late Anning S. Prall, when he was FCC chairman, protesting a construction permit granted to Lt. Wise's station. Howard H. Vrooman, of Watertown, sent the similar letters to President Roosevelt and Mr. Prall, declaring that the Black River organization was a "political outfit" and utilities-controlled. He named several whom he informed the President and Mr. Prall were interested in the station. They were Republicans.

"What will that mean to the future of the Democratic party in Northern New York?" he wrote. Letters from Hudson C. Bull, director of the New York State 4-H Extension Federation, and F. S. Rodenhurst, written on stationery of the Northern Federation of Chambers of Commerce, Alexandria Bay, N. Y., also addressed to President Roosevelt, were made part of the record. These letters protested the CP to Lt. Wise's organization on the grounds that it was anti-Administration.

Under cross-examination, Lt. Lovett denied the allegations made

(*Continued on page 65*)

FCC Calls Hearin On WGKV Renewa

Hidden Ownership Issue W Be Studied by Commission

APPLICATION for relinquishme of control by Worth Kramer of t Kanawha Valley Broadcasti Corp., licensee of WGKV Charl ton, W. Va., was filed with the F last week coincident with rele by the Commission of its bill particulars on issues, including leged "hidden ownership", to investigated at a license renew hearing for the station. Mr. K mer has been both president the licensee corporation and ge eral manager of WGKV.

Transfer of 28 shares of sto from Mr. Kramer to Eugene Custer, secretary- treasurer, Richard E. Venable, vice-preside (each 14 shares), has already be consummated and record of th stock transfer was made with th FCC in September; although transfer of control was invol no formal application for s transfer had heretofore been file The agreement in this transacti remains to be submitted. Purpo was to relieve Mr. Kramer of ce tain financial obligations as h expects to be inducted into th Army shortly. Mr. Kramer retai 100 shares (40%) in WGKV, M Custer now holds 75 shares (30% and Mr. Venable 75 shares (30%

Issues Cited by FCC

Among the issues cited by t FCC in the bill of particulars wer "To determine whether the app cant made full disclosure as to parties in interest in the applica corporation, the distribution of t stock of said corporation and ou standing options for stock therei whether the licensee assumed a has exercised the responsibiliti incident to the management, oper tion and control of said station; t obtain full information respecti the manner in which and by who the station has been and is now be ing operated, and the character service that has been and is no being rendered; whether the stat ments and representations mad to the Commission in the vario applications and documents file on behalf of the applicant, its o ficers, directors and agents, full and accurately reflect the fact or whether same were false an misleading; what contracts, op tions, or other instruments of or agreements or understandings ha been executed or entered into rel tive to the transfer of stock in th licensee corporation, and wheth same were filed with the Commis sion as required; whether the sta tion has been operated by any pe son without a license granted b the Commission in violation of th Communications Act of 1934; t obtain full information relative t the transfer of control of th licensee corporation to Wort Kramer, and whether said tran fer of control was reported to th Commission" pursuant to the Ac and rules, especially 43.1.

XUM

BUY ONE . . .
GET THREE —
Plus!

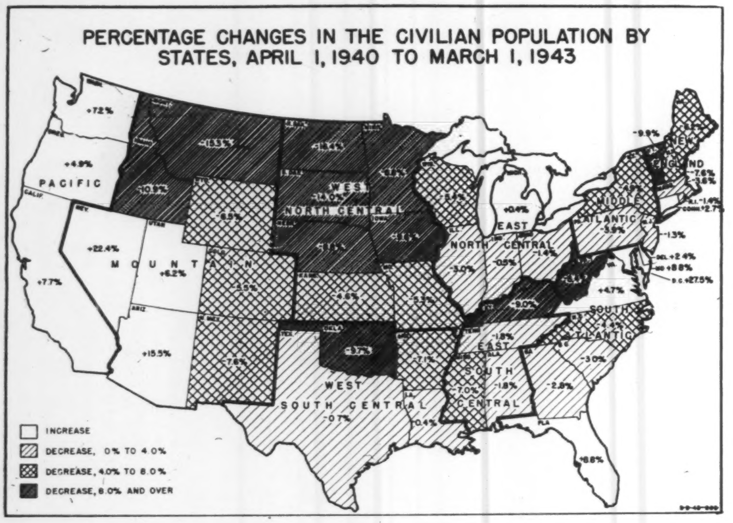
When you buy WHO, you get 50,000 watts of power at the very *center* of Iowa—PLUS the only 1A clear channel in he State—PLUS middle-of-the-dial frequency . . . all of which add up to *the most listenable signal in Iowa.* ● ● ● Not that we believe WHO's top position is due solely to mere mechanics. Obviously there are other important reasons why more Iowa people listen to WHO than to all other Iowa commercial radio stations combined (as proved in the 1943 Iowa Radio Audience Survey). But better listenability does *count*. Check with your Iowa distributors and dealers—or write either to us or to Free & Peters for definite proof!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



War Adds to Industrial Growth, Population, in West and South

THAT THE center of gravity of American economic life has shifted noticeably westward and southward during the war is indicated by a Dept. of Commerce study released last week under the general title: "Regional Shifts in Population, Production and Markets—1939-43".

The study points to a rise in the relative importance of the Pacific, South Atlantic and East South Central regions, and a relative decline in the importance of the populous Middle Atlantic Region.

These wartime changes, with some exceptions, represent an extension of previously indicated long-term trends. From two to five percent of the total economic activity of the country is affected. For example, the net population shift has affected about two percent of the civilian total, while the net shift in income payments has amounted to nearly five percent of the national income total.

East Declines Relatively

The study, made by K. C. Stokes, of the Bureau of Foreign and Domestic Commerce, U. S. Dept. of Commerce, correlates the previously reported regional shifts in population [BROADCASTING, Aug. 2] with data on war production, employment, income payments, number of operating business firms, consumer spending, bank debits and consumption of electric power.

It is presumed that most of the wartime changes have resulted from the war production program. Distribution of new war plant facilities and war production contracts indicates that wartime investment on the Atlantic Seaboard is relatively much smaller than the prewar manufacturing importance of these regions as indicated by the percentage of total U. S. factory wage earners and value added by manufacture. In the heavily industrialized East North Central region, the percentage of wartime commitments is only slightly larger than the prewar percentage of wage earners and value added. In the remainder of the country, including the less industrialized portions, the percentage of new manufacturing commitments is significantly greater than the 1939 percentage of wage earners and value added. This is particularly evident in the West South Central region (Okla., Ark., Texas, La.). "Thus, on the whole the wartime program of new capital investment has tended to bring about a geographic diffusion of the American industrial plant. The relative industrial importance of the industrially less-well-developed regions is being markedly increased and, correspondingly, the relative importance of the highly industrialized Atlantic Seaboard states—particularly the Northeast—is being diminished."

Fewer Business Firms

One of the definite results of wartime economic shifts reported in the survey is a decline in the number of operating business concerns. The losses range from 5.3% of the firms in the South Atlantic states to 11.7% in the West South Central states. This trend is in contrast to the gain in number of businesses in all regions in the 1935-41 period. When an analysis is made by states, only Maryland and the District of Columbia show an increase in operating businesses in July 1943 as compared with November 1941.

Frank Russell Returns

FRANK M. RUSSELL, vice-president of NBC in charge of the Washington office, will return to duty after the Christmas holidays, as he has now recovered from pneumonia. He plans to attend the NBC management meeting in New York Dec. 28.

STATE DEPT. PLANS BROADCASTS ON NBC

TO EXPLAIN the foreign policy of the Government to the public, the Dept. of State will begin a series of broadcasts on NBC Jan. 8 entitled *The Department of State Speaks*, the series will be heard on Saturdays 7-7:30 p.m. (EWT) for four weeks.

The broadcasts will bring to the microphone Secretary of State Cordell Hull, Undersecretary of State Edward R. Stettinius Jr., Assistant Secretaries of State Breckenridge Long, G. Howland Shaw, Dean Acheson, Adolph A. Berle Jr., Ambassador James G. Winant (from London) and other officers of the department.

The place of Congress in American foreign relations will be emphasized through participation of prominent Democratic and Republican members of Congress.

As tentatively set, the broadcasts will deal with the following phases of Dept. of State affairs: Jan. 8, introductory program covering certain of the latest developments in our foreign affairs; Jan. 15, a description of the structure and administration of the Dept. of State and the foreign service; Jan. 22, certain post-war problems with emphasis on economic fields; Jan. 29, cooperation between the legislative and executive branches of the Government in interpreting the will of the people and carrying it into effect.

Sigma Delta Chi Honors Newsmen in Washington

WILLARD R. SMITH, associate editor of the *Wisconsin State Journal*, Madison, operator of WISN Milwaukee, was installed as national president of Sigma Delta Chi, professional journalistic fraternity, at a banquet at the Hotel Statler in Washington last Wednesday. He succeeds Palmer Hoyt, Deputy Director of Domestic Operations of OWI and publisher of the *Portland Oregonian* (KGW-KEX). Mr. Hoyt returns to his paper on Jan. 8.

Col. Carlos P. Romulo, secretary of information and public relations to the Philippine government-in-exile, was the featured speaker. In peacetime he published four newspapers and operated two radio stations in the Philippines. He won the 1941 Pulitzer prize for interpretive reporting and is the author of "I Saw the Fall of the Philippines".

Fifteen Washington newsmen, headed by Elmer Davis, former CBS news analyst and director of the OWI, were initiated as professional members of the Washington Alumni chapter of the fraternity. They included Lt. (j.g.) Jack Howard, former executive editor of Scripps-Howard Newspapers and president of Scripps-Howard Radio, and Sol Taishoff, Editor of BROADCASTING.

LABOR - MANAGEMENT committees have been established in 3,503 war plants throughout the country, T. K. Quinn, director general of the War Production Drive, has announced. More than 6,000,000 workers are represented in these committees. Mr. Quinn resigned recently as president of Maxon Inc., New York advertising agency, to devote his entire time to the WPB labor-management campaign.

KFQD Anchorage N
In Service With 1000

DEDICATING its new 1,000 RCA transmitter on Sunday, N 21, KFQD Anchorage, Ala "blinked" less than one sec when the changeover was m and aired a special program l ing more than five hours in wh there were no commercials,

Gen. Downs (l) at dedicatio

sponsors having donated their t in honor of the new installati and service.

The station operates unlimi time on a 780 kc regional chan Wm. J. Wagner, general manag owner and engineer of the stati said that gratifying reports h been received of additional cov age and improved quality of rec tion.

Inasmuch as the duration serv of KFQD is largely directed soldiers stationed in Alaska, Br Gen. Sovester D. Downs, comman ing officer of Ft. Richardson, g the dedicatory address. High ra ing officials of the Army, CA Dept. of Interior, and the Post O fice Dept. were joined by the May of Anchorage and prominent Al kans in greetings to the station.

FCC CITES KOMA FOR 'INTERFERENC

KOMA OKLAHOMA City la week was asked by the FCC to su mit an application for the renew of its license so that a hearin could be set on the question of co tinued operation on 1520 kc o change of frequency because o interference to TGWC Guatema City, Guatemala. TGWC, a 1000 station, also operates on 1520 k

Action was taken pursuant t Sec. 1.362 of the Commissio Rules and Regulations, and in a cord with agreements contain in the Havana Treaty of 194 Applications of KOMA to chang frequency from 1520 kc to 690 k and related applications of KGG Coffeyville, Kan., for renewal o license and for power increase fro 500 w to 1 kw on 690 kc have al ready been set for hearing.

Radio Club Session

RADIO EXECUTIVES Club o New York held a business meetin last Thursday at its semi-month ly luncheon at the Hotel Shelto The club decided to hold its fir annual Christmas party Dec. 2 A membership total of 226 perso and $529 in the treasury were re ported. Revisions in the constitu tion were passed on by the grou Next regular meeting Jan. 6 wi feature recent developments in th radio and electronic field presented by Westinghouse E. & M. Co.

2/3rds OF MARYLAND

It doesn't cost a fortune to tap the booming Baltimore market . . . to reach 62 per cent of Maryland's population within the range of W-I-T-H's signal. Follow the lead of Baltimore merchants, and astute national merchandisers who know you don't need "gopher hole" coverage to sell the buying-power of Baltimore. Buy W-I-T-H and find out for yourself what a great job this station does in Baltimore!

TOM TINSLEY, President

Represented Nationally by Headley-Reed

WITH

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

Control of Profits Viewed as Killed

Bowles Action in Vitamin Case Regarded Indicative

FORCED reduction of packaged vitamin prices, contemplated by OPA, and contested in the courts by a group of 13 leading vitamin manufacturers [BROADCASTING, Dec. 6] will be delayed at least until a study has been completed on increased potencies of the products in question, OPA Administrator Bowles announced last week. He said at his news conference that the manufacturers feel that the prices have already been reduced inasmuch as they do not reflect increased potencies said to be general throughout the industry. Postponement is regarded by some sources as killing the regulation "for keeps".

Injunction Asked

In their plea for an injunction restraining OPA from ordering the 15% cut in retail prices, the industry members had charged OPA with attempting a trial of "profits control", prior to imposing of such control on other industries. A directive from Economic Stabilizer Fred M. Vinson, issued Monday, Dec. 13, to both WPB and OPA, ordered both agencies to take profits into consideration in a program for stimulating production of scarce items which manufacturers have dropped from their lines, generally in favor of higher-priced items which show greater profit.

The view taken by Washington observers is that the "profit control" emphasis in the Vinson directive is largely a hedge against objections to the price increases which will be permitted to secure production of the needed items.

AP Executives Take Over Added Wartime Duties

FOUR MEMBERS of the executive staff of the Associated Press were made assistant general managers last week, according to Kent Cooper, AP executive director and general manager. Appointments were made in connection with the assumption of active administration of the Associated Press Ltd. by Lloyd Stratton, president of the firm's subsidiary incorporated in Great Britain and distributing news and newsphoto services in the Eastern Hemisphere.

The new assistant general managers are Alan J. Gould, formerly executive assistant supervising news and newsphoto operations; Frank J. Starzel, traffic executive in charge of traffic and membership departments; Claude A. Jagger, executive assistant supervising editorial personnel, AP-features and promotion; and Paul Miller, chief of Washington Bureau. Cooper said, in addition to those positions, the managers would continue to supervise departments to which they were previously assigned. Stratton remains secretary of the AP, but is no longer assistant general manager.

OCR Survey of Wartime Needs Shows 32,500,000 Radio Homes

Tubes Principal Factor in Sets Out of Order, With 3/5ths Lacking Needed Types

FIRST FIGURES from a wartime census of U. S. radio homes became available late last week when the Office of Civilian Requirements released its findings in the nation-wide Survey of Consumer Requirements. The study, made by interviews in approximately 5,000 homes, scientifically selected to provide an accurate sample, disclosed that approximately 32,500,000 American families now have one or more radio sets, or 89% of all families in the country.

The sample showed that:

59% of U. S. families have one radio;
24% have two radios;
6% have three or more radios.

Out-of-Order Sets

As to the condition of sets, the figures revealed that the out-of-order total has risen 2—4% as a result of wartime conditions. A total of 63% of American families have one set in working order; 15% have two sets in working order; 4% have three or more sets in working order, totaling 82% of all U. S. families with one or more sets in working order, according to the survey. It is indicated that 7% have sets which are not working, amounting to about 8.5% of the country's radio families. The figures do not include the six million or so automobile radios, or any portable sets.

On the condition of the "set most relied upon," 54% of the families reported this set's condition as "very good," while 27% said its condition was "workable" and 8% that the set was out of order. This compares with normal out-of-order estimates of from 4 to 6%.

The principal factor in the percentage of sets out of order is the scarcity indicated in certain types of radio tubes. On the basis of the sample, one out of 10 families tried to buy radio tubes during the past three months. About 2/5 of this number were successful in getting what they needed and 3/5 were not able to find the kind of tube needed. Radio tubes were high on the list of items which consumers classed as hard to get or unavailable. That this situation has now reached its climax was indicated last week by Frank H. McIntosh, chief of the Domestic and Foreign Branch, Radio & Radar Division of WPB, in a speech to the American Marketing Assn. in New York. Mr. McIntosh reported steps which WPB has taken to improve the supply of tubes. (See story on page 22.)

The battery set picture was revealed by the survey to have changed little, and probably to have improved since the low point last summer. About 15% of the farm families contacted said they had tried to buy a radio battery within the past three months, and one-half of this number were successful in getting one.

In spite of war curtailment of radio production, the study shows that about one per cent of all U. S. families bought a new radio set within the past year, while another one per cent bought a used radio. Between 2 and 3% made an unsuccessful attempt to buy a set, or concluded that while they needed a radio it was no use to even look for one. Thus, a total market of about 5% of U. S. homes is indicated for the war year of 1943.

U. S. Counsel Sought

RESOLUTION authorizing a House Committee on Appropriations subcommittee to employ counsel to represent the Government in the suits of Dr. Goodwin B. Watson and William E. Dodd Jr., former FCC employes, and Robert Morss Lovett, Interior Dept. employe, to test constitutionality of a rider passed in a deficiency bill, was introduced last Friday in the House by Rep. John H. Kerr (D-N.C.), subcommittee chairman. A companion resolution authorizing expenditure of not more than $15,000 for the defense also was introduced. Both were referred to the Committee on Accounts.

Freer Heads FTC

CHAIRMANSHIP of the Federal Trade Commission, which rotates annually, goes Jan. 1 to Robert E. Freer, youngest member and one of the two Republicans on the five-man authority. Mr. Freer has been a member since 1935, and this will be his second year as chairman. Mr. Freer is 47, a veteran of service in France in World War I, and a career man in government, coming to Washington as an attorney for the Interstate Commerce Commission. He is one of the most active members of the FTC, yet finds time for outside interests which include lecturing at American University in railway economics and public law.

Pro Playoff Hookup

WILSON SPORTING GOODS Co., Chicago, is lining up stations for a coast-to-coast broadcast of the national professional football championship game at Chicago Dec. 26. A hookup originating on WJJD is planned by Stanley G. Boynton, Detroit agency. Game will be played by the Chicago Bears and the winner of the Dec. 19 eastern division playoffs between the New York Giants and Washington Redskins.

W. E. POOR, president of Sylvania Electric Products, New York, has issued invitations to a pre-publication luncheon Dec. 22 at Hotel Waldorf-Astoria for Don P. Caverly, author of the new book *Primer of Electronics*.

Canada to Off Data on Coverag

Broadcasters and Advertis Approve Plan for Service

CANADIAN broadcasting stati will soon offer advertisers sta ard coverage data compiled by independent impartial source, cording to Jack Cooke, chairma the sub-committee of the Joint search Committee of the Canad Assn. of Broadcasters.

A meeting of the committee at Toronto on Dec. 13 with mittees from the Canadian A of Advertising Agencies, and Assn. of Canadian Advertis recommended approval of the erage method developed by the committee, establishment of a B reau of Broadcast Measureme and the retaining of the firm Elliott-Haynes Ltd., Toronto a Montreal research organization, do the impartial survey work.

The three recommendations to be brought before the ann meetings of the three organizati for approval, and it is expe that early next year the BBM be established, to make Canada first country to have appro standard coverage statistics for broadcasting stations.

Financed by Industry

The BBM is to consist of th broadcasters, one of whom likely be a member of the Canadi Broadcasting Corp.; three me bers from the CAAA and th from the ACA. It is to be finan by a nominal membership fee agencies, advertisers and probab also broadcasters, and an asses ment based on a time unit for stations.

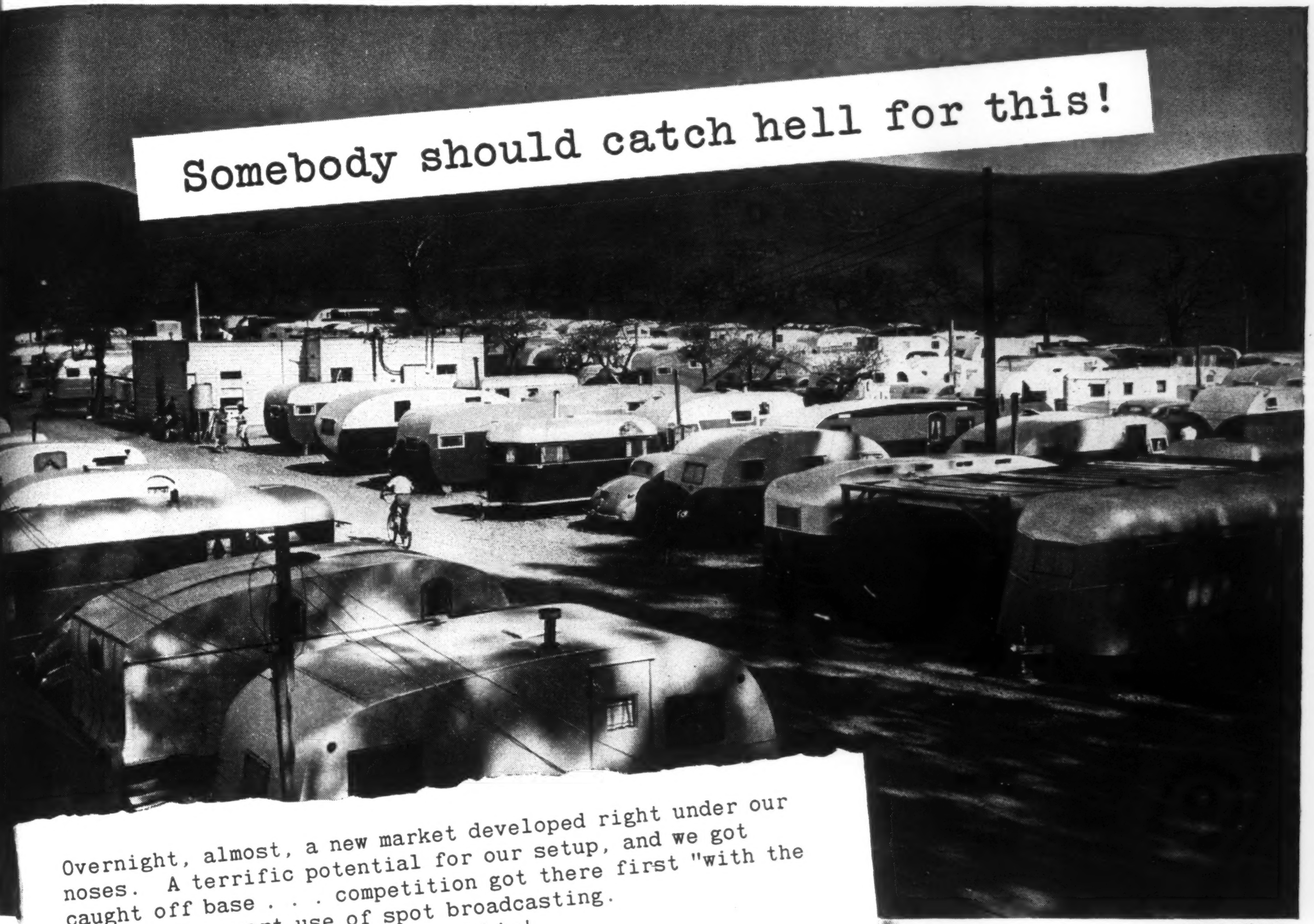
The method whereby coverag is to be measured is the result 20 months of work on the part the sub-committee, consisting Jack Cooke, general manager Northern Broadcasting & Publishing Co., Timmins; Ray Barford, J. J. Gibbons Ltd., Toronto advertising agency; and Lou Phenner, Canadian Cellucotton Products Ltd., Hamilton. Method whereby coverage is to be measured includes features from methods now in use in both the United States and Canada.

The Joint Research Committee consists of the above three members and Adrian Head, J. Walter Thompson Co. Ltd., Toronto; Tom McReynolds, advertising manager, Colgate-Palmolive-Peet Co., Toronto; H. Rimmer, advertising manager, Canadian General Electric Co. Ltd., Toronto; and E. Gooderham, president, CKCL Toronto.

Cuff Named to DuMont

SAMUEL H. CUFF, radio co mentator known for his broadca *The Face of the War* and acti recently in producing televi programs for the Allen B. DuM Laboratories, has been appoint General Sales Promotion Manag for Television at DuMont.

Somebody should catch hell for this!



Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting. Somebody should catch hell for this!

WIDE WORLD

DOES HE MEAN YOU? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for *your* interests is *our* specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a *42%* annual average gain in billing for ten years straight. For *your* success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

RTPB Broadcast Panel Meets Jan. 5

Engineers Will Review Standards in Medium Frequency Band

TO REVIEW and develop standards for the improvement of broadcasting in the medium frequencies, the Panel on Standard Broadcasting of the Radio Technical Planning Board has been called together for its first meeting which will be held Jan. 5 at 10 a.m. at the Hotel Pennsylvania, New York. Notices have been sent to the membership by Howard S. Frazier, NAB Director of Engineering, who is chairman of the panel.

It is expected that the entire day will be devoted to the organization of the panel and subcommittees, the designation of studies to be undertaken, and special task groups. A tentative agenda is now being prepared and suggestions have been invited from the entire membership.

Attendance Urged

Mr. Frazier has urged that all organizations included in the panel membership be represented at the meeting and that plans be made to give as much time as possible to the day's proceedings inasmuch as the entire panel will meet only occasionally. Much of the panel work will be conducted by mail and through meetings of subcommittees and task groups.

The broad objectives of the panel were outlined by Mr. Frazier as follows:

To improve coverage of standard broadcast stations.

To reduce interference between stations.

To study static elimination devices.

To provide room for additional standard broadcast stations.

To study broadcast transmitters and receivers as a system for the purpose of improving the audio fidelity of reception to the listener.

To accomplish these objectives, the standard of engineering practices of the FCC will be reviewed for the purpose of recommending possible improvements. The panel will also review standards for the manufacture of transmission and receiving equipment and make recommendations.

Five classifications of engineers compose the panel. These are: (1) broadcast station engineers, representing individual stations or networks; (2) consulting allocation engineers, representing engineering firms; (3) broadcast receiver design engineers, representing receiver manufacturers; (4) broadcast transmitter design engineers (including studio equipment), representing transmitting equipment manufacturers; (5) Government observers, representing the FCC, WPB, BBC and CBC. It is anticipated that observers from the War and Navy Depts. will be designated later.

Mr. Frazier serves as chairman of the panel but has no vote. The official representative of the NAB is John V. L. Hogan, chairman of the NAB executive committee. NAB has but one vote.

Dr. W. R. G. Baker, vice-president of General Electric Co., is chairman of RTPB.

Members of Panels 1, 2, 4 and 6 are listed herewith (m, members; a, alternate; o, observer):

PANEL No. 1—Spectrum Utilization

Dr. A. N. Goldsmith, chairman, New York; Dr. R. H. Manson, vice-chairman, Stromberg Carlson Co.; George Grammer (m), K. B. Warner (a), American Radio Relay League; A. C. Peterson (m), Bell Tel. Labs.; W. G. Richardson (m), Canadian Broadcasting Corp.; E. K. Cohan (m), W. B. Lodge (a), P. C. Goldmark (m), Robert Serrell (a), CBS; G. F. Leydorf (m), W. S. Alberts (a), Crosley Corp.; L. P. Wheeler (m), FCC.

P. F. Siling (a), FCC; H. B. Marvin (m), H. R. Summerhayes Jr. (a), G-E; Walter S. Lemmon (m), International Bus. Machine Corp.; C. M. Jansky (m), Stuart L. Bailey (a), Jansky & Bailey; Leroy Spangenberg (m), Mackay Radio; Howard S. Frazier (m), NAB; O. B. Hanson (m), Raymond Guy (a), NBC.

D. E. Noble (m), Galvin Mfg. Co.; H. O. Peterson (m), RCA; B. E. Shackelford (m), W. C. Lent (a), RCA Labs; A. J. Costigan (m), I. F. Byrnes (a), Radiomarine; Col. A. G. Simson (m), War Dept.; C. J. Burnside (m), R. N. Harmon (a), Westinghouse.

PANEL No. 2—Frequency Allocation

Dr. C. B. Jolliffe, chairman, RCA Victor; F. M. Ryan, vice-chairman, A.T.&T; Dr. A. N. Goldsmith (m), New York; G. E. Gustafson (m), Zenith; Frank Gunther (m), Radio Engineering Lab.; Prof. D. E. Noble (a), Galvin Corp; W. P. Hilliard (m), Bendix Corp.; Wm. B. Lodge (m), CBS; Walter Merkle (m), Philco.

Haraden Pratt (m), Mackay Radio & Telegraph; R. E. Shelby (m), NBC; Charles J. Young (m), RCA Labs.; Howard S. Frazier (m), NAB; K. B. Warner (m), American Radio Relay League; George Grammer (a), West Hartford, Conn.; W. C. White (m), G-E; N. P. Case (o), Hamilton Radio Corp.; G. F. Leydorf (o), Crosley Corp.; Walter S. Lemmon (m), A. C. Holt (a), International Business Machines; D. G. Little (m), A. C. Goodnow (a), Westinghouse; L. J. A. van Lieshout (a), North American Philips Co.; E. W. Engstrom (m), RCA Labs.; Rudolph F. Wild (o), The Brown Instrument Co.

PANEL No. 4—Standard Broadcasting

Howard S. Frazier, chairman, NAB; Burgess Dempster, vice-chairman, Crosley Corp.; J. R. Poppele, secretary, WOR; F. A. Cowan (m), AT&T; John H. Barron (m), consulting engineer; George O. Milne (m), BLUE; A. E. Barrett (o), BBC; R. D. Cahoon (o), CBC; E. K. Cohan (m), CBS; William B. Lodge (a), CBS; George C. Davis (m), consulting engineer; George P. Adair (o), FCC.

J. S. McKechnie (m), Fed. Tel. & Radio Corp.; Earl G. Ports (a), Fed. Tel. & Radio Corp.; William T. Freeland (m), Freeland & Olschner Products; D. H. Mitchell (m), Galvin Mfg. Co.; Elmer Wavering (a), Galvin Mfg. Co.; C. R. Miner (m), G-E.; R. H. Williamson (m), G-E; W. G. Broughton (a), G-E; Paul F. Godley (m), consulting engineer; Stuart L. Bailey (m), Jansky & Bailey; George M. Lohnes (a), Jansky & Bailey.

T. C. Kenney (m), KDKA; Royal V. Howard (m), KSFO; J. E. Tapp (a), KSFO; Grant R. Wrathall (m), McNary & Wrathall; John V. L. Hogan (m), WQXR, NAB; O. B. Hanson (m), NBC; Philip Merryman (a), NBC; R. T. Capodanno (m), Philco Corp; D. D. Cole (m), RCA; K. A. Chittick (a), RCA; J. B. Coleman (m), RCA; V. E. Trouant (a), RCA.

A. D. Ring (m), Ring & Clark; Lynne C. Smeby (m), consulting engineer; C. W. Finnigan (m), Stromberg-Carlson; Benjamin Olney (a), Stromberg-Carlson; G. Porter Houston (m), WCMB; K. J. Gardner (m), WHAM; H. W. Holt (m), WOV; F. M. Doolittle (m), WDRC; Frank McIntosh (o), WPB; H. B. Canon (m), Wells-Gardner & Co.; Gordon T. Bennett (a), Wells-Gardner & Co.; R. E. Poole (m), Bell Telephone Labs.

J. C. Bayles (a), Bell Telephone Labs.; M. R. Briggs (m), Westinghouse Elec. & Mfg. Co.; A. C. Goodnow (a), Westinghouse Elec. & Mfg. Co.; Karl B. Hoffman (m), WGR-WKBW; I. R. Lounsberry (a), WGR-WKBW; Ronald J. Rockwell (m), WLW; Clyde M. Hunt (m), WTOP; Walter A. Brester (a), WTOP; E. B. Passo (m), Zenith Radio Corp.

PANEL No. 6—Television Broadcasting

David B. Smith, chairman, Philco; I. J. Kaar, vice-chairman, G-E; Dr. George Town, secretary, Stromberg-Carlson; G. L. Beers (m), RCA-Victor; F. J. Bingley (m), Philco; N. F. Smith (a), Philco; B. Ray Cummings (m), Farnsworth; Allen B. DuMont (m), DuMont; T. T. Goldsmith (a), DuMont; O. B. Hanson (m), NBC; R. E. Shelby (a), NBC.

John D. Reid (m), Crosley; R. Serrell (m), CBS; C. A. Priest (m), G-E; R. Longfellow (a), G-E; Ray H. Manson (m), Stromberg-Carlson; A. E. Newlon (a), Stromberg-Carlson; J. E. Brown (m), Zenith; Donald G. Fink (m), War Dept.; Harry R. Lubcke (m), Don Lee; W. A. MacDonald (m), Hazeltine; T. B. Grenier (m), Met. Television Inc.; L. L. Thompson (a), Met. Television Inc.; W. Blacksher (a), Met. Television Inc.

C. E. Nobles (m), Westinghouse; C. E. McClellan (a), Westinghouse; Jean Brand (m), Raytheon; Howard Gates (o), Warwick; N. P. Case (o), Hamilton; J. A. Ouimet (o), Canadian Broadcasting Corp.; Norman Snyder (o), Ansley.

Committee 1, Television Channel—D. E. Harnett, chairman, Hazeltine.

Committee 2, Synchronization Standards and Video Modulation—T. T. Goldsmith, chairman, DuMont.

Committee 3, Review of Old Standards and Proposed New Standards—George Town, chairman, Stromberg-Carlson.

Committee 4, Frequency Allocations and Service Limits—B. Ray Cummings, chairman, Farnsworth.

Committee 5, Standards of Good Engineering Practice for Television Transmitters—J. E. Brown, chairman, Zenith.

Committee 6, Relay Links—F. J. Bingley, chairman, Philco.

RAMBLER'S RETURN

Heroes Boost Workers' Morale On WXYZ Broadcast

TRIPLE-HEADED opportunity of the anniversary of the Wright Brothers' Kitty Hawk flight, the run-off of the newest Liberator bomber from Willow Run, and the opening of "Michigan Aviation Week" was occasion for a pile-driver presentation on WXYZ Detroit linking real warriors with those on the production lines.

After 56 combat missions, the "Rangoon Rambler" Liberator returned "home" to Willow Run with its crew of decorated heroes, each a holder of the D. F. C. and the Air Medal with clusters. Maj. Clennon J. Bishop, Industrial Services Officer of the 6th Service Command and Lt. J. Gordon Lloyd, formerly account executive at WJZ, secured permission from the FCC for a two-way shortwave direct communication between the plane and WXYZ's remote center. And they also got rebroadcasting privileges and piped in every aircraft parts and assembly manufacturing plant in a 50-mile radius, plus the Muzak system. After a huge publicity buildup, a dramatic conversation took place between the plane's crew and inspectors at the bomber plant.

Satevepost Gaspipe

TO PUBLICIZE its current issue, the *Saturday Evening Post* used five one-minute announcements and one five-minute program on the Intercollegiate Broadcasting System, on Dec. 15-16. Included in the hookup were stations at Harvard, Yale, Columbia, Cornell, Brown U., Maryland U., Union and Radcliffe. Business placed by MacFarland, Aveyard & Co., Chicago.

Tops in News

BEST NEWS story of 1943, according to a majority of writers, editors, newscasters and commentators of WLW Cincinnati, was the fall of Mussolini, climaxing Allied successes in North Africa, Sicily and Italy. Bill Dowdell, WLW-WSAI news editor, who conducted the poll, reported that the Russian successes also received a few first choice votes. No. 2 choice was the group of conferences among Allied leaders at Casablanca, Quebec, Cairo, Moscow and Teheran.

RCA Not to Quit Record Business

Murray Squashes Rumor Firm Will Quit Making Discs

DECLARING that "the RCA Victor division has no intention whatsoever of retiring from the record business in which it is the pioneer and the leader," J. W. Murray, general manager of the record division, last week described as "wholly unfounded" the rumors the RCA plans to dispose of its recording interests because of the AFM demands.

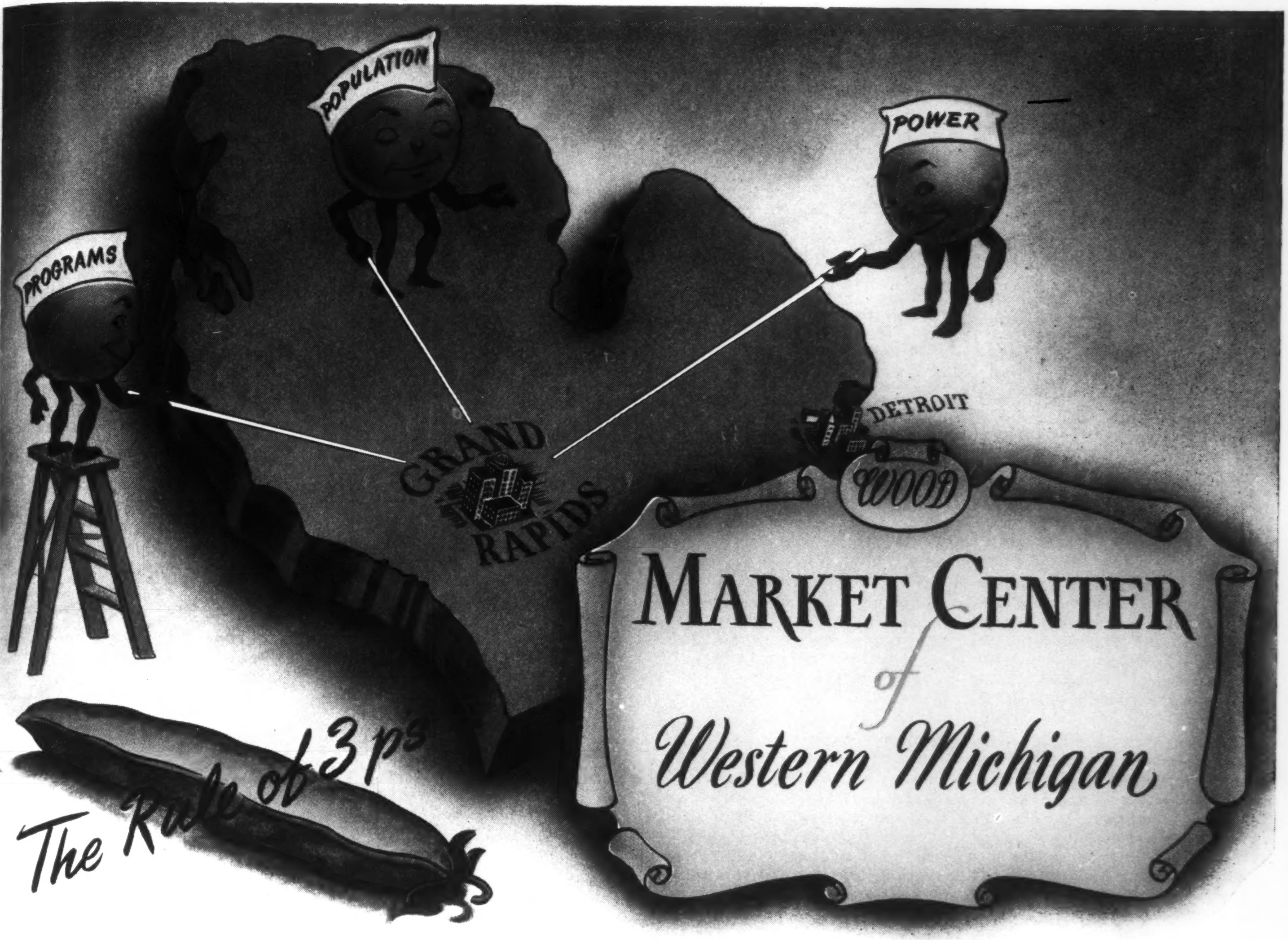
These reports are believed to have arisen from the statement of Niles Trammell, NBC president, before the Senate Interstate Commerce Committee. He declared that rather than establish the principle of payment into an AFM fund for the union to do with what it will, "we would go out of the record business" [BROADCASTING, Dec. 13].

'Wholly Unfounded'

RCA, Mr. Murray stated, "continues to maintain its position that to yield to such unwarranted demands made upon it by the union (and not by those who are directly employed by the company) would be uneconomic and unsocial. However, there is not the slightest reason for the rumors and they are wholly unfounded. Both sides to this controversy have submitted their case to the War Labor Board which has only recently completed hearing the testimony submitted to it. We now await the decision of this board, which is expected shortly."

WKZO Transfer

FCC last week granted consent to the voluntary assignment of the license of WKZO Kalamazoo, Mich., from WKZO Inc. to John E. Fetzer and Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The Fetzers are sole stockholders in the station, the transfer effecting a change of the licensee from a corporation to a partnership. Purpose of the assignment is to simplify operations. Because of the manpower shortage it is desired to eliminate considerable work necessary under Michigan corporate law.



POPULATION

Grand Rapids is the market center of Western Michigan. WOOD in Grand Rapids is the only station between Chicago and Detroit that delivers the unbeatable combination of the 3 P's — POPULATION — PROGRAMS — POWER.

Grand Rapids is the largest market in Michigan outside Detroit. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — *combined.*

PROGRAMS

WOOD is the only NBC outlet between Detroit and Chicago.
WOOD's Parade of Stars is radio's finest entertainment.
WOOD programs are tops in popularity ratings.

POWER

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the *fringe* of the Western Michigan area, but from the very *center.*

The "Rule of 3 P's" is a time-tested guide to station selection. 68 National Advertisers are currently using WOOD to sell 108 Quality Products in the Western Michigan Market.

WOOD

PAUL H. RAYMER CO.
Sales Representatives

GRAND RAPIDS **NBC 5000 Watts**
Outstate Michigan's Greatest Station

AMONG INDUSTRY personalities present at the San Francisco showing of "Air Force and the Retailer", NAB retail promotion film, were (front row l to r); Ray Rhodes, KFRC San Francisco sales; Arch Kerr, KFRC sales; Martin Mundorf. KGO San Francisco sales; J. J. Michael, KFRC sales; Earl Smith, Edward Petry & Co.; Byron Nelson, KGO sales; Eugene Grant, BLUE San Francisco sales; Dan Donnelly, KFRC manager; Merwyn McCabe, KFRC sales manager; Frank Wright, master of ceremonies; Phillip G. Lasky, KROW Oakland general manager. Second row (l to r): Ellis Rehm, BLUE sales; Don Fedderson, KYA San Francisco general manager; Don Searle, KGO general manager; Adriel Fried, KLX Oakland general manager; Frank Samuels, KGO sales manager; Paul Bartlett, KFRE Fresno general manager; Lindsey Spight, vice-president John Blair & Co.; S. S. Fox, KDYL Salt Lake City general manager; Al Crapsey, KPO San Francisco sales manager; John Elwood. KPO general manager.

Home Front Problems Are Main Target In OWI's Packet for Week of Jan. 10

ASIDE from recruiting announcements for the Cadet Nurse Corps, war messages scheduled by the Domestic Radio Bureau of OWI for the week of Jan. 10 are aimed at home front problems related directly to the effectiveness of the war effort.

Bracketed with Save Critical Resources are two series of messages on the twin themes of Car Sharing and Conserve Gasoline. Since the Resources campaign is also directed at conservation of oil, as well as other fuels, it is assumed that the gasoline and fuel oil situation has again become serious. This might presage preparations for further large scale military movements, as well as reflecting the drain for high octane gas in the stepped-up air offensive, and the requirements for such fighting petroleum products as butadiene (synthetic rubber) and toluene (for TNT).

Crude Problem

Basic reason for present petroleum conservation measures is that production of crude is reaching maximum capacity, while consumption is exceeding the discovery of new reserves. The Car Sharing messages will say that civilians may have even less gasoline in 1944 than in 1943. The Conserve Gasoline theme is to the effect that since cost and length of the war depend on use of gasoline supply, every citizen should conserve to the utmost by playing square in gas rationing.

The inflation threat, recently underlined by the disclosure that money in circulation has passed the $19 billion mark (three to four times the figure formerly considered necessary for the transaction of normal business, is the target of three of the eight campaigns on the week's schedule. These are: Fight Inflation, Wage & Price Stabilization, and Home Front Pledge.

Keynote of the anti-inflation drive is the theme of the Wage & Price announcements: "If the battle against uncontrolled inflation is to succeed, each of us must support that part of the program that hurts us most. We must sacrifice if we are to win the fight against rising prices."

The Wartime Nutrition announcements on the KW stations (on OI stations the preceding week) will feature the National Wartime Nutrition Guide, which listeners may obtain by writing to "Basic 7, Washington, D. C." It will be of interest to see how many requests come in for this booklet.

BROADCASTING'S OWI Packet for the week of Jan. 10 reminds that beginning Jan. 17 all station announcements are to be transcribed 50 seconds long instead of one minute as at present, and will be available for local sponsorship. Sales personnel of stations may continue to learn subjects of the messages three weeks in advance of broadcast by consulting the table in each issue.

JOAN DAVIS, of the weekly NBC *Joan Davis Show* sponsored by Sealtest Inc., has signed a film contract with RKO Radio Pictures Inc.

WWJ Forum Sponsored By Store Minus Plugs

NO COMMERCIAL announcements are heard on the WWJ Detroit *Victory Round Table* (7:45 p. m. Fridays), although the program is sponsored by J. L. Hudson Co., second largest department store in sales volume in the country. Courtesy credits are given at the beginning and close of the forum-type program.

Prominent state and city officials, as well as civic leaders, military officers and others widely known take part in weekly discussions, at which George Stark, newspaper columnist, president of the Detroit Historical Society and author of *City of Destiny*, a history of Detroit, is moderator. Mr. Stark recently was named City Historian of the motor metropolis. *Victory Round Table* is one of three public service programs sponsored by Hudson with no commercials. Simons-Michelson Co. is agency.

Calavo Spots

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocados), on Jan. 10 starts for 60 days sponsoring thrice-weekly participation in *Home Forum* on WRC, Washington, D. C. Cooperative group on Jan. 17 starts a similar campaign on KPO, San Francisco, utilizing thrice weekly participation in *Woman's Magazine of the Air*. Agency is J. Walter Thompson Co., Los Angeles.

OWI PACKET, WEEK JAN. 10

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 10. Sell the spots officially designated for sponsorship. (None this week.) Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW		Group OI		NAT. SPOT PLAN	
		Aff.	Ind.	Aff.	Ind.	Live	Trans.
Fight Inflation	--	X	X	X	X	--	--
Cadet Nurse Corps	X	--	X	--	X	--	--
Save Critical Resources	--	--	--	X	X	--	--
Wartime Nutrition, FFFF	--	X	X	--	--	--	--
Home Front Pledge, FFFF	X	--	--	--	--	--	--
Conserve Gasoline	--	--	--	--	--	--	X
Car Sharing	--	--	--	--	--	X	--
Wage & Price Stabilization	X	--	--	--	--	--	--

See OWI Schedule of War Messages 90 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Note: Effective Jan. 17 until further notice all station announcements will be 50 seconds and available for sponsorship.

RADIO EDUCATION MEET HELD IN IOWA

IOWA interest in radio education was further stimulated this month when the Des Moines Radio Council held a conference of educators representing the Board of Education, the Dept. of Public Instruction, Iowa U., Iowa State College, Drake U., State Teachers Assn., Iowa Parent-Teachers Congress and leading Iowa broadcasters.

Result was a four-point plan intended in part to investigate extent of radio facilities being used, interest shown in such facilities and extension of radio workshops and training courses for teachers in the educational uses of radio.

Broadcasters present included: Sumner Quarton, WMT Cedar Rapids; Buryl Lottridge, WOC Davenport; Earl J. Glade, KSL Salt Lake City; Dorothy Lewis, NAB; Craig Lawrence, KSO-KRNT Des Moines; Merritt Milligan, KGLO Mason City; Ralph Evans, Woody Woods, KXEL Des Moines; Deane Long, KXEL Waterloo; W. I. Griffiths, WOI Ames; Carl Menzer. WSUI Iowa City.

S. P. Travel Spots

SOUTHERN PACIFIC Co., San Francisco, urging public to eliminate unnecessary train travel over Christmas holiday season, in a five-day campaign which ended Dec. 15 used an approximate total of 200 transcribed one-minute announcements on 14 Southern California stations. List included KGFJ KMTR KHJ KMPC KFWB KNX KFAC KPAS KWKW KFOX KGER KTMS KPRO KXO. Agency is Foote, Cone & Belding, San Francisco.

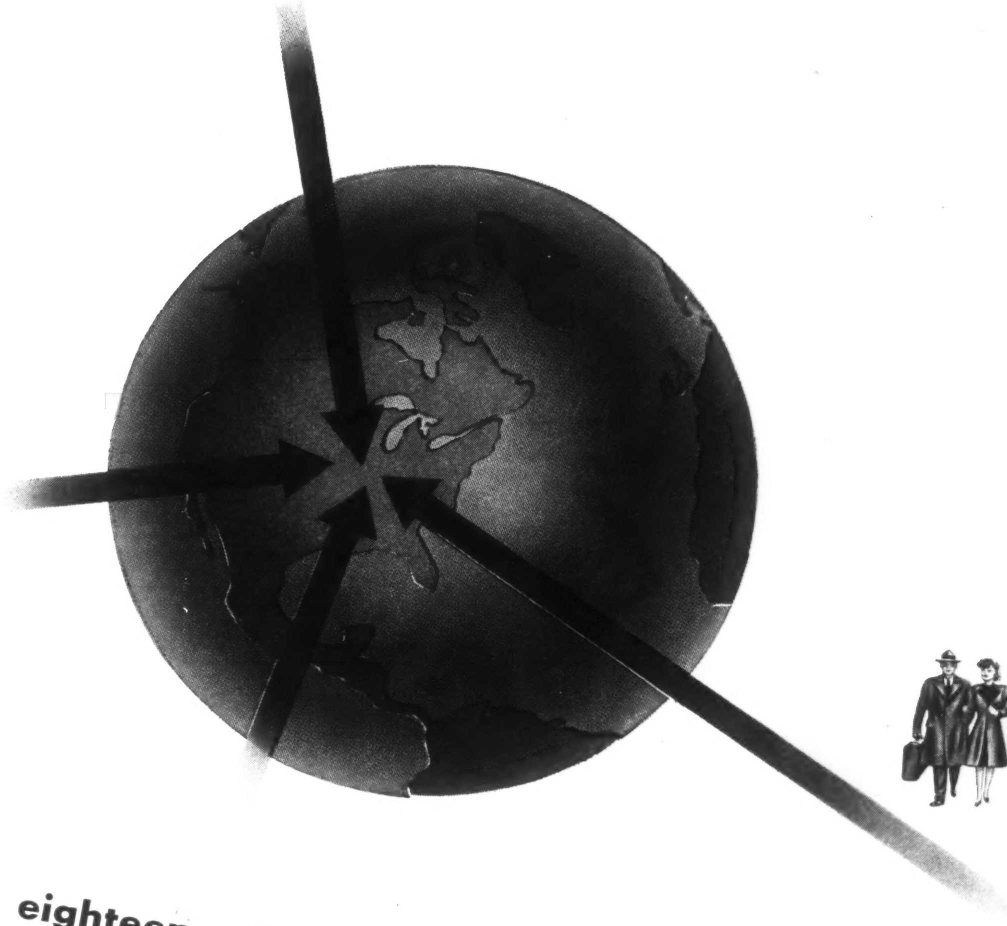
TALKING LIBRARY

KDKA Science Discs Now Available to Schools

AS A RESULT of numerous requests from teachers, Westinghouse Research Laboratories are now making available to high schools a library of recordings of programs selected from its weekly radio science feature *Adventures in Research*. Transcriptions are now supplied free of charge to the Federal Radio Education Committee of the U. S. Office of Education, Washington, D. C., which will loan recordings to schools.

Covering subjects ranging from household electric appliances to newest discoveries in the field of electronics, *Adventures in Research* began nearly two years ago as a local feature on KDKA Pittsburgh and is now heard on more than 100 stations in the United States and Alaska from where it is broadcast to American troops in the Aleutians.

Leading personality of the program is Dr. Phillips Thomas, veteran Westinghouse engineer, who explains technical scientific matters in simple, everyday language. Dr. Thomas is quizzed on the broadcasts by Paul Shannon, KDKA staff announcer, who plays the man-on-the-street. Realistic effects are achieved by creating a laboratory atmosphere in the studio, with actual experiments conducted occasionally during the broadcast.



eighteen million house-guests

In the primary areas served by the stations of Westinghouse are 18,000,000 people. Twice as many people as there are in the Army. Roughly one-seventh of all the people in the continental United States. Running a big hotel . . . even a chain of hotels . . . is fairly simple compared to catering to this enormous potential audience. It calls for *balanced programming* . . . a proper proportion of news to entertainment to church services to sports to market reports and so on.

Westinghouse programming is meeting the need, too, as improvement follows experience and as business ethics and audience research monitor the whole procedure. Not only are the country's top shows, NBC's Parade of Stars, available to these eighteen million people, but the abilities and facilities of Westinghouse programming are put behind local programs as well.

The end-result for sponsors is that all-important Westinghouse Response Ability on the part of these 18,000,000 house-guests . . . these *Westinghouse* guests.

WESTINGHOUSE RADIO STATIONS Inc

WOWO · WGL · WBZ · WBZA · KYW · KDKA

Set Upkeep Is Good, Marketing Assn. Is Told by WPB Official

McIntosh Says Maintenance Low Point Is Past; Luncheon Hears Talk on Video for Stores

POST-WAR developments in the allied fields of radio, FM and television will effect revolutionary changes in the American home as well as in American buying habits, according to the featured speakers last Wednesday at the December radio-in-wartime luncheon of the American Marketing Assn. at the Hotel Sheraton, New York.

Frank H. McIntosh, chief of the Domestic and Foreign Branch of the WPB Radio & Radar Division, spoke on "War Production of Radio-Radar Equipment — Effect on Post-War Radio, FM and Television." The possibilities of display advertising through television for department stores in the not too distant future were explained by the second speaker, Ira A. Hirschmann, vice-president of Bloomingdale's, New York department store, and Metropolitan Television Inc., owner and operator of the New York FM station, WABF.

Receiver Picture 'Good'

Giving first publicity to the findings of the WPB survey of consumer requirements, which covers the radio home set maintenance problem in a series of several questions, Mr. McIntosh said it had revealed that the total requirement "for maintenance and repair, compared to the military production, is less than 2%." Earlier during his address he had pointed out that military electronics production now totals as much in 20 days as the industry formerly produced in its peak year prior to Pearl Harbor.

"It can be seen," he said, "that in general the radio picture is good; that we still have more than an average of one set per home and that practically 90% of the homes are equipped with radio. It does show, however, an increase over normal times in the number of radio homes without radio service. This figure is 7.8% according to this (WPB) data, while the prewar figure was something between 4 and 6%.

"In connection with our program and plans for the coming year we have included a minimum requirement for civilians in our regular scheduled production of radio receiver tubes and the production of tubes for civilians has been concentrated on types known to be most in demand. While we don't expect a sudden and complete recovery of this relatively small per cent, we do expect a definite improvement in the situation. Necessary steps to provide a balanced stock of tubes at each manufacturer's plant for his distributors, made necessary by the concentration of types to increase production are being made at this time."

Mr. McIntosh had stated that the "low tide (for civilian tubes and parts) has been reached" and that "conditions will not be worse but definitely better in the future."

Will Not Supplant

Although Mr. Hirschmann predicted that merchants "struggling to find the solution to the present static window display will eventually find their answer in the dynamic television screen," he warned against the dangerous impression that "immediately or soon after the war a fully operating television set will be in everybody's home," or that "television will be so revolutionary it will interfere with or frustrate the moving picture business, the radio business, or the newspaper business."

Expressing the hope that department stores will realize the necessity for good standards of programming for television in its early stages and will begin now to study television technique, Mr. Hirschmann spoke of the way in which "stores have fumbled badly in the use of radio." "When it was a new medium they ignored it," he said, "then feared to use it, and finally edged into it the wrong way. I see symptoms of stores finally coming around to approaching radio in the intelligent way and I hope they will stick to it."

Television by department stores "will offer a miniature show window in everyone's home," he continued, and use of the new medium will help "bridge the gap between the merchant and the individual customer."

Sees Video Problems

Discussing post-war probabilities, Mr. McIntosh posed the question whether wartime developments would "open a new world after the war," and to this he gave a "yes and no" answer.

Marked technical advances are being concentrated on specialized equipment, some of it of purely military value. "There are operational problems which may be more of a controlling factor than the technical advances during the war," he pointed out.

The greatest demand, Mr. McIntosh said, will be "for home radio receivers, and the greatest technical advance that will have something definite to offer to the public is television, while FM also has some definite appeal." He continued that there are many things to be done in the television field before it can be said to be on the road to full development. Among these are:

(1) Channels must be determined.

(2) Standards of quality and determination of specific technical factors must be made.

(3) Production of home sets and methods of programming must be developed.

(4) A commercial market must be available in order to provide an impetus to move forward in this field.

In regard to the marketing of home receivers, the speaker said that "sets are not necessarily purchased because they are needed nearly as much as because they are sold by some new feature or gadget or on the basis that repair of the old set would provide a substantial amount on the purchase of a new set."

A market of between 17 million and 21 million home receivers is foreseen, Mr. McIntosh said, on the basis of deferred demand brought about by cessation of production in April 1942. These sets are likely to be of higher quality than pre-war models, he said, due to the fact that manufacturers have became accustomed to working to military specifications. Having been tooled and geared to quality production, they "will find it to their advantage both economically and from a sales standpoint to continue in a measure their present high standards," he said.

Tribute to Industry

Mr. McIntosh paid high tribute to the radio manufacturing industry's achievements following the order to convert their plants to military production. He cited the remarkable military victories scored through use of electronic devices. These included sinking of enemy warships at night by gun fire through electronic detection and ranging devices, the defeat of the submarine drive in the North Atlantic by equipment used in patrol bombers and surface vessels and the surrender of the Italian fleet brought about by broadcasts on the international distress frequency.

Reviewing the problems encountered by the industry in converting to war equipment, he traced the steps taken to meet these difficulties. One of these was an extensive program of standardization of component parts for home receivers. Four standards developed and adopted under the procedure of the American Standards Assn. reduced the number of volume controls from 2,700 to 12; of electrolytic condensers, from 450 to 10; of paper type condensers, from 370 to 9, and of condensers and chokes, from 250 to 12.

Production requirements due to military demand are still going up he said, quoting the slogan: "For every three in '43, we need four in '44."

LATEST FROM DES MOINES Cowles stations to enter the armed services are these three staff members of KSO and KRNT who have joined the Marines. Left to right: Gene Shumate, news and sports; Mable Boddicker, publicity; Bill Baldwin, announcer and musician. Miss Boddicker is now in training at Camp LeJune, N. C. Shumate and Baldwin are both stationed at San Diego. Service flag of Des Moines Cowles stations contains 26 stars.

Legear Spots

DR. L. D. LEGEAR MEDICINE Co., St. Louis (livestock & poultry remedies) begins thrice-weekly news and spot announcement participations Dec. 27 and continues for 26 weeks. Five to 15-minute programs will be heard on stations WJDX KOB WPTF WKY WIS WHAS KTHS WRUF KMA KSAL WOOD WMOX KWBW WDBC. Agency is Simmonds & Simmonds, Chicago.

SWIFT SALES CIRCUIT

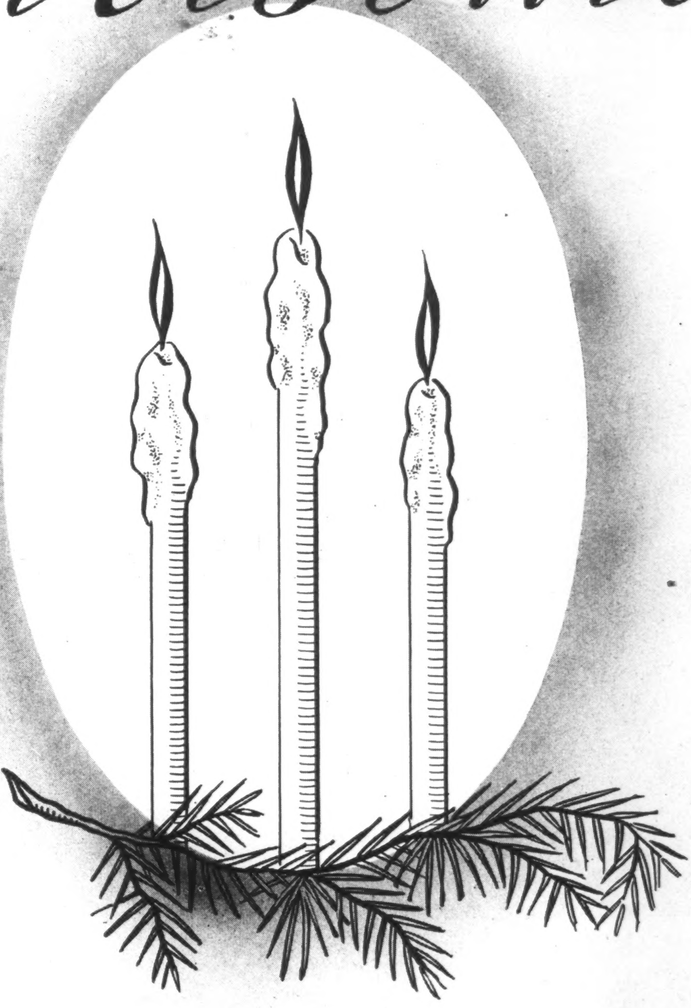
Hears Company Policies; Plans For 1944 Advertising

HOLDING a radio sales meeting over a closed circuit, over 3,000 Swift & Co. personnel gathered at BLUE affiliate studios Dec. 11 to hear John Holmes, president, say that goodwill is that company's most valuable asset in post-war planning. Mr. Holmes outlined Swift's wartime policies of first, doing everything possible to help win the war and second, safeguarding quality and making every effort fairly to distribute available civilian supplies. O. E. Jones, vice-president in charge of sales, described the salesman most needed today as one who has the vision and imagination to understand his customer's problems and help him find solutions for them. A presentation of Swift advertising plans for 1944 revealed that *Don McNeil's Breakfast Club*, on the BLUE five times weekly, will continue offering helpful suggestions on making the most of meat, tying in with the government's food program.

Tums Change

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 18 replaces *Treasure Chest* with *A Date with Judy* on 126 NBC stations, Tuesday, 8:30-9 p. m. (EWT). Built around adventures of a 15-year-old girl, comedy-drama series stars Louise Erickson and Dix Davis. Art Baker will announce. Roche, Williams, & Cunnyngham, Chicago, services the account. Packaged by James L. Saphier Agency, Hollywood talent service, series had previously been used as summer replacement for *Bob Hope Show* and *Time to Smile* on NBC stations.

Merry Christmas



WCOP

BOSTON

SEASON'S GREETINGS

XUM

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KHQ	Spokane	NBC
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE TEXAS QUALITY AND
YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

XUM

COVERAGE...Yes

...BUT LOOK

AT THAT FIT!

No...YOU wouldn't buy a coat that fits like this one!

And so it is with radio ... you don't buy a station that gives you coverage you don't need ... and you don't buy a station that doesn't completely cover a market. You want a station with *coverage that fits!* Without paying for excess coverage that trickles over into other miscellaneous markets in which you are not interested, or overlaps other radio stations on your list!

Concentrated coverage, saturation of the nation's 6th largest market, is yours for the asking.

In Baltimore, the station that does just that is WFBR, with a signal that is *strong* enough and *clear* enough to reach into the homes of over a million people that live in the city that is the 6th largest in the country.

RADIO STATION WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

Development of Armed Forces Network Praised as Achievement of Col. Lewis

SMASHING all barriers of distance, psychological as well as geographical, the Morale Services Division of the Army has developed in 18 months the largest network in the world to bring radio to American troops in all theatres of war. Employing every medium of broadcasting, from 100,000 watt shortwave transmitters to the old acoustic spring-wound playback, the Armed Forces Radio Service is carrying radio in some form to the soldiers, sailors and marines, wherever they may be stationed.

The story of this achievement, credit for which goes to Lt. Col. Thomas Lewis, former vice-president of Young & Rubicam, who heads the Armed Forces Radio Service, was told recently by Capt. Martin H. Work of the Division in an address before the Los Angeles Advertising Club.

Started from Scratch

Col. Lewis was given his biggest "account" to handle when he took over the radio operation for Morale Services, a job to inform, educate and orientate, through the medium of radio entertainment, 11 million Americans removed from established radio facilities. Starting from scratch, Capt. Work recalled, Col. Lewis had to tackle problems which embraced production, transmission, distribution and reception.

Recruiting his key men from commercial radio, Col. Lewis started his first program in July 1942. It was *Mail Call*, a half hour "letter from home" once a week. By last September, the Morale Services Division was turning out 42 hours of programming a week, of which 14 are written and produced by the Division to meet special needs of the armed services and the remaining 28 of which are reproduced from network programs with commercials deleted.

The most difficult problem which faced the Division was the dissemination of programs—the problem of reaching the Marines on Tarawa, the pilots in China, the men on the Aleutians. The Division found that it had to bring every medium of broadcasting into play to solve this problem.

Thousands of hand-operated play-back machines have been sent to areas where there is no electricity available and transcriptions of programs are being supplied continually to these areas, in some places by parachute from transport planes. The "modern victrola" was the first instrument used in bringing radio programs to troops and is an important medium of distribution.

Stations Discovered

Local stations serve as the basis of the Armed Forces Radio Service. Australia, most of the Middle East, and parts of Alaska are covered by these stations. The Division discovered foreign stations which most Americans never knew existed. Last January, seven of these stations were releasing AFRS programs. Today, there are 120 stations from Diego Suarez on Madagascar to Suva in the Fiji Islands transmitting the programs.

Another medium is the shortwave transmitters, operated by the OWI Overseas Branch, which now beam 420 hours of AFRS programs a week to the various war theatres. Thirteen transmitters broadcasting on eight different beams from the east and west coast broadcast presidential talks, sports events, and other current happenings. Shortwave reception, however, suffers from atmospheric disturbances, enemy jamming, and lack of powerful receivers by the average soldier.

To the playbacks, shortwave transmitters, and local foreign stations, the Army has now added American Expeditionary Stations which the AFRS decided were necessary to obtain adequate coverage. Beginning last March with the installation of a transmitter in Casablanca, this project has grown to 46. These stations, which move with the troops, have been established in Trinidad, Panama, New Caledonia and Newfoundland and will soon be found wherever American troops are stationed.

In places where radio cannot be received, turntables and public address systems carry the programs. Army hospital ships and troop transports are beginning to receive a two-hour supply of transcriptions daily with similar arrangement for submarines.

Praise From Dr. Fosdick

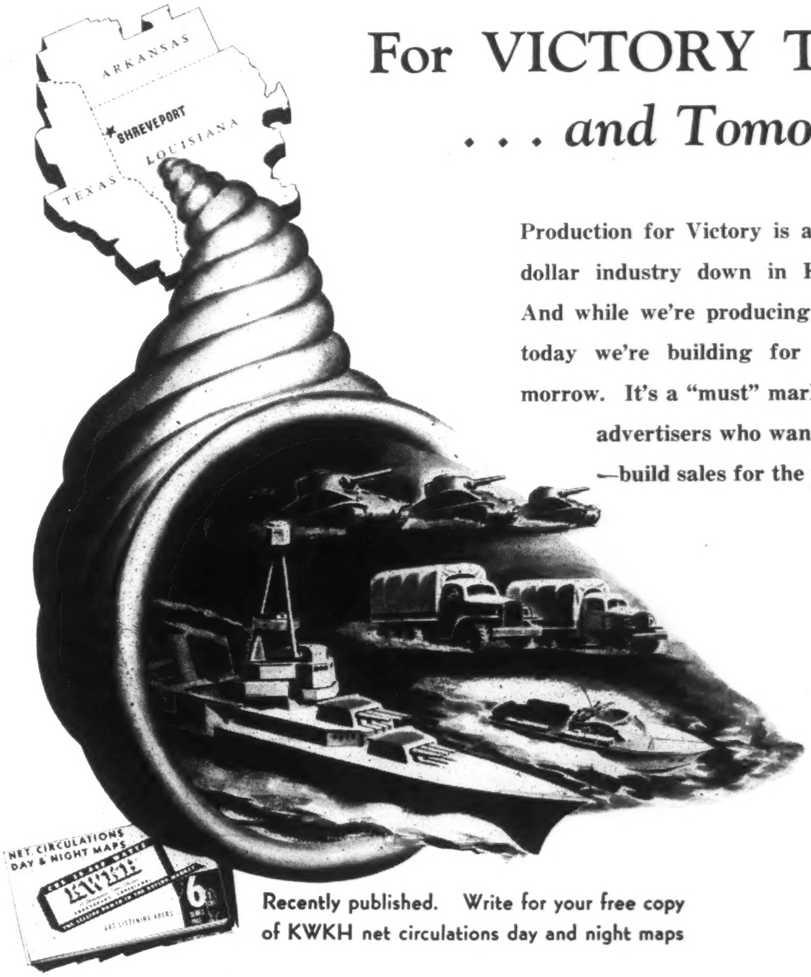
DR. HARRY EMERSON FOSDICK, pastor of the Riverside Church, New York, in a holiday message to religious leaders and to executives of the BLUE, which carries his *Sunday Vespers program*, expressed appreciation for time allotted by the network to religious purposes.

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY



For VICTORY Today
. . . *and Tomorrow!*

Production for Victory is a half billion dollar industry down in KWKH-land. And while we're producing for Victory today we're building for Victory tomorrow. It's a "must" market for alert advertisers who want to sell now—build sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS
KWKH
REPRESENTED BY
THE BRANHAM CO.
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

IS TELEVISION READY?

I am Alec Electron. I know all about Electronics, Electricity, Radio and Television. I'm here now to bring you up-to-date on Television.

1. *Is Television ready?*

Yes: 9 U. S. Television Stations are broadcasting regularly. There are three in New York, including station W2XWV operated by DuMont, one in Schenectady, one in Philadelphia, two in Chicago and two in Hollywood. Wartime manufacturing restrictions retard Television's expansion today.

2. *When will new Television Receivers go on sale?*

New Television sets probably will be available within 6 months after peace in Europe. Many Television sets are in use today. Major prewar distribution was by five manufacturers, one of which was DuMont.

3. *What will be the sizes of Television pictures?*

Depending on the size of the Receiver, from about 8" x 10" up to approximately 20" x 24".

4. *What will be the sizes of Television Receivers?*

Virtually the same as radio receivers—from the size of larger portables to wide-screen de luxe console models.

5. *What will Television Receivers probably cost?*

The first models of Television Sight-and-Sound Receivers probably will range from $200 to $700.

6. *How far can Television programs be broadcast?*

Today, the best reception is within 60 miles of the station. Engineers hope, by using improved equipment, to have Television networks cover the world.

7. *Will Television carry news, sporting events and motion pictures into your home?*

Yes: Television can carry any scene that cameras can record, whether it be from the studio or from the field.

8. *How perfect will Television pictures be?*

Now, Television is as good as 16 mm. motion pictures; after the war it may equal theatre motion pictures.

9. *Who invented Television?*

Many engineers have made valuable contributions. It was Allen B. DuMont who brought from a laboratory curiosity to commercial reality the heart of the modern Television Receiver—the Cathode Ray Tube.

10. *What part will DuMont play in post-war Television?*

DuMont's Television activities will fall in three divisions: the manufacture of fine Television Radio Receivers; the operation of its own commercial Television Stations; and the manufacture of Precision Electronic Equipment for Television pick-up and transmitting stations. 3 of the 9 Television Stations now regularly on the air are DuMont equipped.

Precision—Electronics and Television DUMONT

Allen B. DuMont Laboratories, Inc., General Offices and Main Plant, 2 Main Avenue, Passaic, N. J.
Television Broadcasting Studios and Station W2XWV, 515 Madison Avenue, New York, N. Y.

Studio Notes

WOMEN of Philadelphia NAB stations, who organized in October, added three new members at their second meeting held Dec. 10. Newcomers are Dorothy Flagg Biddle, news commentator of WHAT; Polly Whitaker, of the WDAS program department, and Eleanor Elmer, new promotion director of KYW. Guest speaker at the second get-together was Dorothy Lewis, national co-ordinator of listener activities for the women's division of NAB.

TOUR of the Army's first overseas type hospital train was conducted recently for the benefit of the KOA Denver audience by announcer Jack Hitchcock. Program which included special interviews as well as description of the hospital unit was broadcast from Denver's Union station where the train was on exhibit.

WEIM Fitchburg, Mass., has appointed the Walker Co. as exclusive national representatives.

FRANNY MURRAY, WIBG Philadelphia sportscaster and former Penn All-American, awarded gold engraved footballs to the players selected by his All-Scholastic Advisory Board to make up the WIBG All-Scholastics. Presentation was made on a special broadcast. Selections are made from Philadelphia high school squads.

WHEB Portsmouth, N. H., new publication, "Radio Forecast", is now being distributed. Program listings, notes and program highlights are contained in the four page sheet which supplants the previous program-style used by the station.

BRIGHT Christmas edition of "Manitoba Calling" has been published by the Manitoba Telephone System, Winnipeg, radio branch of which is CKY Winnipeg and CKX Brandon.

WCKY Cincinnati is participating in the current Hamilton County War Chest Drive with special programs and station breaks.

RUTH LYONS, who presents the *Pettycoat Partyline* program over WSAI Cincinnati, announces that the program is sponsoring its usual Christmas party for the benefit of the local Children's Hospital. Party is broadcast from the playroom of the hospital day before Christmas.

FIFTH anniversary of WORL Boston *920 Club* participation program Dec. 22 will be celebrated by a special cocktail and dinner party tendered the WORL staff by station manager George Lasker.

KLX Oakland, Cal., has inaugurated a new policy by which all hourly news periods, after the closing commercial, will be followed by some hearty service tune before another commercial is allowed on the air. Set-up abolishes the so-called "hitch-hike" announcement. Station is also cancelling out all five minute announcements, effective immediately for many but still continuing until expiration of contract for a few. Opening and closing announcements on other shows have been reduced to one minute in length.

IN ORDER to boost local sports, CJAT Trail, B. C., has distributed a 48-page booklet giving 1944 hockey rules, listing all sport events for the winter season. There is no advertising in the booklet, except the station's plug: "Distributed by CJAT-Trail's Community-Minded Station." To ascertain what features of Victory Bond drives the listening public likes and does not like, CJAT is asking listeners to write in their views on Victory Bond publicity of the past campaign. Results will be turned over to the local National War Finance Committee to aid in preparation for the Sixth Victory Loan drive next spring.

POPPELE OUTLINES FUNCTIONS OF IR

TO ACQUAINT the radio and vertising press with the purpo and functions of the Institute Radio Engineers, the IRE licity committee, headed by J. Poppele, chief engineer of WO New York, gave a press luncheo last Tuesday at the Commodo Hotel, New York, where the IR will hold its winter meeting Ja 28 and 29, under the chairmanshi of Dr. B. E. Shackelford, RC Program of the meeting will clude a symposium on the work the Radio Technical Planni Board, headed by W. R. G. Bak vice-president of General Electr Co. and RTPB chairman, and session on FCC engineering ma ters, conducted by E. J. Jett, FC chief engineer. IRE publicity committee, in addition to Mr. Poppele, includes: E. K. Cohan, CBS director of engineering; O. B. Hanso NBC vice-president and chief e gineer; George O. Milne, chief e gineer, BLUE; George McElrat NBC operating engineer; Tom Ke nedy, radio technical editor, *Ne York Times;* Keith Henney, edit *Electronics.*

Zones Announced

IN AN EFFORT to aid the Pos Office speed up mail handling, Chicago stations last week began t announce their postal zone numbers after each station identification. According to Harry Templeton, War Program Director o WLS Chicago, that station wa the first to put the mailing expediting effort into effect. WLS ha been announcing its postal zone after call letters since Nov. 1. Jules Herbuveaux, program manager o WMAQ Chicago, explained tha postal zoning would not be announced on WMAQ until NBC devised a national plan.

WOR-FM, the FM station of WO New York, has changed its call le ters to WBAM.

WINS New York has issued a new rate card effective Jan. 1, 1944 in which rates are now the same for both daytime and evening hours. Dollar volume discount has been added in addition to regular discounts.

WCCO Minneapolis again this year sponsored a trip for the Minnesota 4-H state health king and queen to the National 4-H Club Congress in Chicago.

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

KXOK PULLS BIG!

TWO ANNOUNCEMENTS PRODUCE

2,017

REQUESTS FOR
A PICTURE OF

THE "OZARK RAMBLERS"

Replies came from an area of 13 midwestern and southeastern states, proving not only that the Ozark Ramblers are immensely popular . . . but also that KXOK has unusual listener interest, plus wide coverage.

The offer was made on two regularly scheduled Ozark Rambler programs on KXOK—6:15 a. m., Oct. 18th, and 12:45 p. m., Oct. 22nd.

Yes . . . these results are remarkable, considering that one of the greatest mail pull stations in the nation with 10 times the power of KXOK recently pulled only slightly more on a two announcement offer!

KXOK

SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS — FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO.

Advisory Group Idea Proposed To Aid Medical Use of Radio

Government's Success in Use of Medium Is Told At Meeting of Health Education Conference

RADIO as a medium for disseminating health information to the public was discussed between radio executives and leading health officials last Tuesday at the fourth annual Health Education Conference at the New York Academy of Medicine.

Dr. Iago Galdston, executive secretary of the Academy's Committee on Medical Information, called for a plan whereby the three types of health organizations—voluntary, governmental and medical—might correlate activities.

As an example of one of the many "health talk" programs, Dr. Paul Lazarsfeld, director of the Office of Radio Research of Columbia U. broke down a recent broadcast on the subject of the X-Ray, which had been studied by his "program analyzer" method.

OWI's Success

Recommending that health education groups place their messages on network, regional or local programs whose listening audiences are already established, Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, explained how successful this method proved when the OWI was first faced with the problem of instructing the American public at the start of the war. He pointed out that in the past year radio has contributed about $103,000,000 in time and talent to governmental war messages.

The complexity of the radio field and the necessity of catching the listener's interest with candid and artistically presented facts on health were points brought up by both Frank E. Hill of the CBS education department, and Dr. Alan Gregg, director of The Medical Sciences of the Rockefeller Foundation.

A definite remedial step to help the health educators do a better job via radio was offered by Dr. Ernest L. Stebbins, New York City Commissioner of Health. He suggested organization of an advisory committee of health education representatives who could work with the broadcasters on the best program techniques of presenting public health information.

Willard D. Egolf, NAB assistant to the president, said the four major networks in the past year had presented some 902 program on subjects pertaining to publ health. Of this 902, 22 were plac in class A time or 6-11 p.m., h said, while 875 were in class time (9 a.m.-6 p.m.), and five wer in class C time before 9 a.m. an after 11 p.m.

Leon Goldstein, special featur director of WMCA New York sai 29 such programs were given i November on five local New Yor outlets.

To put on "good" health education programs, Dr. H. B. Summer manager of the public service division of the BLUE, advised the medical profession to "consolidate" it many branch organizations, t "prepare and make available" a list of good speakers in the profession who might develop into rea radio personalities, to allow professional scriptwriters more freedom in putting health or medical broadcasts into "laymen's language," and finally to give the professional men selected to speak on programs more time to prepare and rehearse for coming broadcasts.

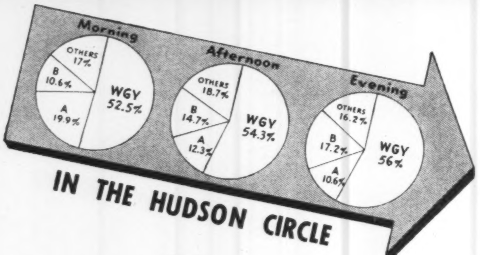
Approval of the health education committee to study and supervise broadcasts was voiced by Dr. Lyman Bryson, CBS director of education, while Miller McClintock, president of Mutual, summed up the day's meeting with the opinio that such a committee should provide itself with a staff capable o producing test shows of the health education type, as well as serve a a liaison. Morris Novik, director of WNYC, suggested that perhaps health educators, with the assistance of the stations or networks, might build up a program or programs of such high calibre that in time a sponsor or sponsors could be found to present them in much the same way the major symphony orchestras, for years sustaining features, are now commercially presented by national advertisers.

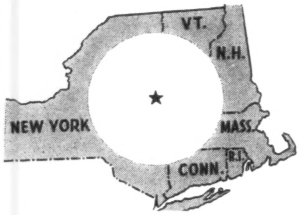
Meat Series on Blue

AMERICAN MEAT Institute, Ch cago, on Jan. 16 begins sponso ship of *The Life of Reilly*, a hal hour dramatic program, Sunday 2-2:30 p.m., on 157 BLUE ne work stations. Contract is for weeks. Agency is Leo Burnett C Chicago.

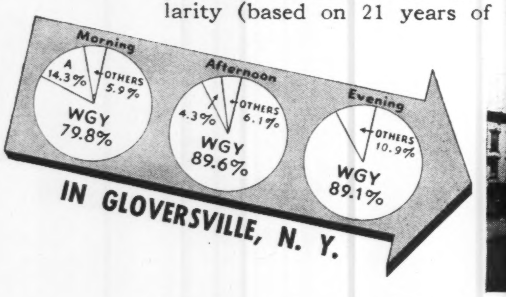
Crossley's

OUTLINE OF LISTENING





THE 1¾-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.

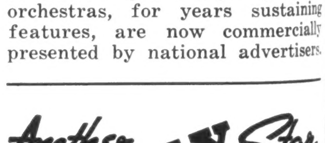


A prosperous portion of the Hudson Circle

WGY-156R

Represented Nationally by
NBC
Spot Sales

GENERAL ELECTRIC
WGY
SCHENECTADY, N. Y.



Another WCKY Star

DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS
CBS

THE L. B. Wilson STATION

One Part Hollywood—One Part New York — Mix Well in Chicago

OUT in a California training camp, a couple of thousand soldiers are howling their heads off at a gag . . . the band plays a short fanfare . . . applause . . . the announcer comes in with his commercial.

A neat, smooth operation—yet the comedian and announcer are 3,000 miles apart, and probably have never met each other. They're "mixed" in a studio in Chicago.

When there's to be a pick-up from any out-of-the-studio spot, NBC sends equipment and engineers to the scene two or three days ahead of time. They set up a circuit between that pick-up point and the "mixing" center. If the commercial or other announcements on the program are to come from New York, they will go over a special NBC circuit direct to the same "mixing" point.

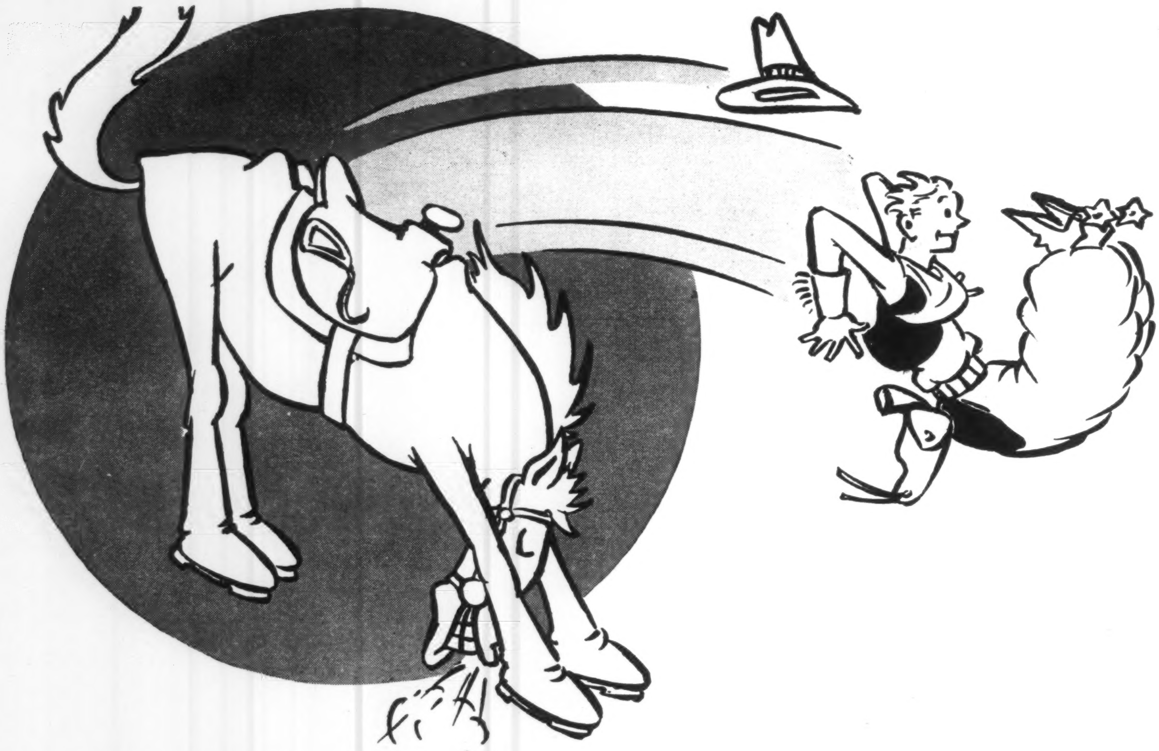
The mixing engineer gets his cues and his timing by telegraph. Then he sits down before an NBC mixer—and with a flick of the wrist performs the miracle of blending together a comedian on the coast with an announcer from the east—so subtly that it sounds as if they were both sitting in the same room!

NBC engineers helped develop this miraculous mixer—which *automatically* fades out a voice from one source and fades in a voice from another source.

Perfecting devices and operations such as this, working out every new means for making broadcasting more effective, increasing the scope and richness of radio through every resource at its disposal—*these are some of the things that make NBC "The Network Most People Listen to Most."*

—The **N**ational **B**roadcasting **C**ompany

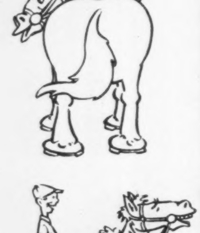
America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA



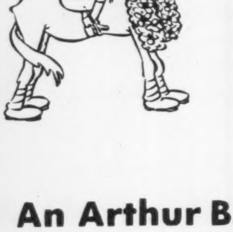
. . . Give An Advertiser * A Horse He Can Ride

(And Radio Stations, Too)*

Tall Enough, So she won't drag your feet! *The Texas Rangers* transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers—on America's prestige radio stations.



Plump Enough, So she's sure riding from mane to tail! *The Texas Rangers* music with mass appeal has been solid comfort to advertisers large and small—dealing in bread to hair tonic—from Maine to Honolulu.



Fast Enough, So she's a winner in every race! *The Texas Rangers* with its flexible program building is receiving testimonials daily from those in the saddle—dealing in beer to cold tablets—from Minnesota to Louisiana.

Gentle Enough, So she's easy on the pocketbook! *The Texas Rangers* with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.

Yet, Spirited Enough, So she's worth the owning! *The Texas Rangers* is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the paddock in the form of a sample program. You won't have to buy her, of course.

The Texas Rangers LIBRARY

An Arthur B. Church Production—*Write George Halley, Pickwick Hotel, Kansas City, Mo.*

Purely PROGRAMS

UNIQUE educational feature heard weekly over WLAC Nashville is *Children Analyze the News*, sponsored by Bell's Booteries, Nashville, which has just renewed its contract for 52 weeks. Children of grammar school age, chosen by their teachers for their grasp of world events and general alertness, constitute the participants on the program, discussing and analyzing current news events and trends. Paul Oliphant, WLAC program director, is moderator and announcer for the show which came into being as the result of much research on the part of the program department as well as suggestions from the Middle Tennessee Radio Council, a group made up of leading educators and civic workers

* * *

Testing Bureau

ITEMS advertised on *Around the Town*, conducted daily on WTCN Minneapolis-St. Paul by Ann Ginn, are tested by the Northwest Homemakers' Testing Bureau, also conducted by Miss Ginn. The Bureau meets regularly and is attended by approximately 100 women who test and report on the quality of products on the market, offering their comments and criticisms. Many manufacturers have declared the value of this bureau.

* * *

Service News

NEWS of interest to women who have husbands, relations or friends in the armed services is the theme of *Your Army Service Forces*, half-hour weekly program on Mutual, presented as an official War Dept. series with Lt. Katherine McCune as mistress of ceremonies, Capt. Harry Salter's orchestra and guest stars.

* * *

Shortwave

NBC has added two domestic song programs, *Music from Manhattan*, and *Liza Morrow*, to its shortwave schedule for South America. Announcements are in Portugese. The NBC-BBC international exchange variety program, scheduled to start Dec. 11, has been postponed till Jan. 1.

* * *

Election Idea

AN IDEA for handling election returns comes from WHYN Holyoke. On election day, Dec. 7 in Holyoke and Northampton, Mass., WHYN carried complete returns as they arrived, and as soon as results were tabulated, the victorious candidates took the air.

Phone Quiz

EXEMPLIFYING the program title, *It Pays to Listen*, a five times daily five-minute telephone quiz has been started on KMPC Beverly Hills, Cal. Listeners knowing the correct key word if their number is dialed receive a cash prize. Money for losing listeners goes into the jack-pot and is awarded next person with correct answer.

* * *

Dramatics

THE BLUE will encourage new talent through a weekly half-hour Saturday series starting Jan. 1 under the title *On Stage, Everybody*. Entertainers who pass the auditions will be limited to five-minute performances. Script material is solicited from professional comedy and dramatic writers.

Maritime Series

BASED on actual data from files of U. S. Shipping Administration, weekly half-hour program, *We Deliver the Goods*, was started Dec. 4 on CBS stations, Sunday, 2:30-3 p.m. (EWT). Series features stories of Maritime Service heroes. Merchant Marine band directed by Lieut. Roberts supplies musical background. Lou Merrill is dramatic narrator.

* * *

Service Show

MORNING program for men and women in uniform has been started by CKWS Kingston, Ont., entitled *Servicemen's Reveille*, 7:30-8 a.m. News of coming events, sports and social affairs for those in uniform are aired four mornings weekly on this program.

Comedy Team Back

COMEDY team well known in the radio history of Northern Ohio, *Jake and Lena*, has returned to WTAM Cleveland, where the pair originally starred 13 years ago. Gene Carroll, formerly of the *Gene and Glen* duo, re-introduces his comedy characters in a half-hour Sunday afternoon audience participation show, *Gene Carroll's Silver Grill Tea Room Inn With Jake and Lena*. Series is sponsored by Spang Baking Co., firm that originally had been a sponsor of Jake and Lena. Agency is Carpenter Adv., Cleveland.

* * *

Expose

EXPOSING the distorted information that the Axis daily pours out, new show heard on WMAL Washington, Sunday evenings, is sponsored by the P. J. Nee Co., department store, and is titled *War and Words*. Format is the dramatization of events of the past week, the way the Axis reported the events, and the truth about the occurrences. Agency is Harwood Martin, Washington.

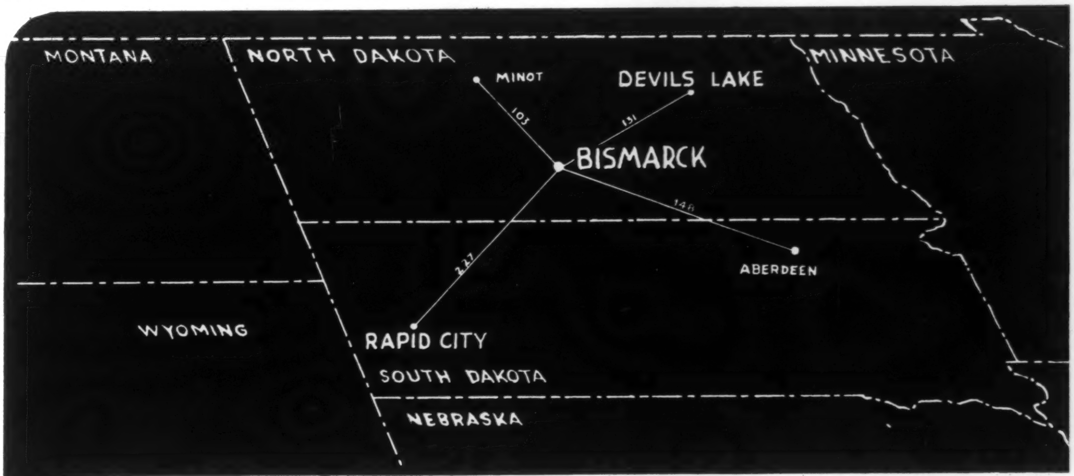
AP

KSD, St. Louis, Mo.

. . . the extra services that are available with The AP radio wire are very valuable to stations you are serving.

George M. Burbach,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



This is the second of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

	Devils Lake		Rapid City	
Favorite daytime station	KFYR	57.5%	KFYR	82.8%
	Next Station	27.5%	Next Station	10.3%
Favorite nighttime station	KFYR	62.4%	First Station (50,000 watts)	27.5%
	Next Station	10.1%	KFYR	20.5%
Retail sales per family (1939) (National Average—1939: $1,206)	(est.)	$2,107		$2,645
Airline miles from Bismarck		131		228

Ask any John Blair man for the complete KFYR coverage story

KFYR *Bismarck*
550 Kilocycles • N. Dak. • 5000 Watts

There's a Christmas rush on telephone wires, too

Help keep war-crowded circuits clear on December 24, 25 and 26.

Please use Long Distance only if it is vital.

War needs the wires—even on holidays.

BELL TELEPHONE SYSTEM

Two Sponsors Use WOR for 18 Years

Dugan Bros., Paton Products Are Station's Oldest

OF THE 300 advertisers using WOR New York this year, 65 or 22% have been on the station from 4 to 18 consecutive years, according to a survey.

The record for continuous advertising is shared by Dugan Bros., for Whole Wheat Bread, and Paton Products, for Golden Blossom Honey,—both companies having participated in Alfred W. McCann's *Pure Food Hour* for the past 18 years. Two other food accounts—Dole's Pineapple Juice, and Richmond Chase Co., for Heart's Delight Canned Fruit—have used the same program 15 consecutive years.

Macy On 12 Years

R. H. Macy & Co., department store, has been on WOR continuously 13 years, and Maryland Pharmaceutical Co., 12 years. In the nine-year bracket are Carter Products Co., Fischer Baking Co., and John Morrell & Co., while Atlantic Refining Co., Breyer Ice Cream Co., Philadelphia Dairy Products Co., N. J. Bell Telephone Co. and Serutan Co. have used the station for eight years.

In the seven-year group are Hoffman Beverage Co., B C Remedy Co., Pinex Co., Procter & Gamble, Olson Rug Co., Delaware Lackawana and Western Coal Co., N. Y. Telephone Co., Longines-Wittnauer Co., Bambarelli and Davitto, Bristol-Myers Co. and Select Theatres.

In the six-year category were P. J. Ritter Co., Manhattan Soap Co., R. B. Semler Inc., V. La Rosa & Sons, Wheatena Corp., Howard Clothes Inc., Bayuk Cigars and Consolidated Cigar Corp.

Sixteen advertisers have used WOR consistently for the past five years: Jacob Ruppert Breweries; Grove Labs., Vick Chemical Co., Gillette Safety Razor Co., Pepsi-Cola Co., Peter Paul Inc., Quaker Oats Co. (Ful-O-Pep), Bond Stores, Lever Bros., General Cigar Co., Paramount Pictures, J. Martinson & Co., A. Goodman & Sons, Richfield Oil Corp., Bulova Watch Co., and R. B. Davis Sales Co.

Four-year-old advertisers are: Beaumont Co., Ex-Lax Inc., Pharmaco Inc., Johnson & Johnson, Marline Firearms Co., Noxzema Chemical Co., Purity Bakeries Service Corp., American Chicle Co., Beechnut Packing Co., S. A. Schonbrunn & Co., Charles Gulden Inc., Ronzoni Macaroni Co., Hartz Mountain Products, Flex-O-Glass, *Look* Magazine and American Cigarette & Cigar Co.

Owen Joseph Dowd

OWEN JOSEPH DOWD, 26, of Brooklyn, transatlantic operator at UP's listening post, Valhalla, N. Y., died Friday, Dec. 10, of a heart ailment. Mr. Dowd won the Percy Maxim Memorial Award in 1939 for his aid in handling radio traffic to and from New England during the flood.

And So to Bread

ALL was serene in Seattle the afternoon of Dec. 8. Women who tuned to KIRO at 3 p.m. for the *Housewives Go to War* program, heard Marion Guinn recite some mighty tempting recipes. She came to one for home bread-baking. Time was growing short. Miss Guinn glanced at the clock. She had less than 30 seconds. Those listening heard her say, in her best graduate-home-economist radio voice: ". . . and now you put the dough into a well-greased bed-pan."

FOR THE FIRST time in its 14 years the CBS *American School of the Air* will continue during the Christmas holiday season, with a special group of 10 programs Dec. 20-31. A CBS brochure, first step in an extensive promotion plan for the series, includes a packet of promotion material.

MBS Highest

MUTUAL attained highest billings for any single month last November, and cumulative billings for 11 months of this year also broke previous records. Total billings were $12,238,206, a 39.5% increase over the figure for a similar period in 1942, while the November, 1943, total is $1,479,942, 62.6% above the total for November, 1942. Figures for both periods appearing in BROADCASTING, Dec. 6, were incorrect.

All Automatic

FUTURE U. S. generations may have their bread baked, their whiskey aged and their tobacco cured by electronics, E. W. Butler, manager of the commercial research department, RCA Victor Division, Radio Corp. of America, told members of the Chicago Industrial Advertisers Assn., at a dinner in Chicago last week. His prediction emphasized the importance business management should place on fact-finding research in plotting post-war marketing.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

THE BEST WISH WE CAN BROADCAST

We join you in wishing our boys in the service a Merry Christmas—Happy New Year—and speedy, victorious return.

CBS

HOOPER SHOWS What Kansas City Knows

The May-thru-September Hooper is the FOURTH consecutive 5-month report to show that KCKN, a 250-watt, local station, holds more daytime listeners in Greater Kansas City than three of the five other stations. • The unusual low rates offer the chance of a lifetime to reach and sell for a song, a major chunk of the 861,000 persons within KCKN'S primary service area. • KCKN is fast being discovered by value-wise time buyers—better wire your nearest Capper office before the better availabilities are gone.

KCKN
Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, Kansas City • WIBW, Topeka
ELLIS ATTEBERRY, MANAGER—KCKN, Kansas City

CAPPER PUBLICATIONS, Inc.

NEW YORK
420 LEXINGTON AVE.
Mohawk 4-3280

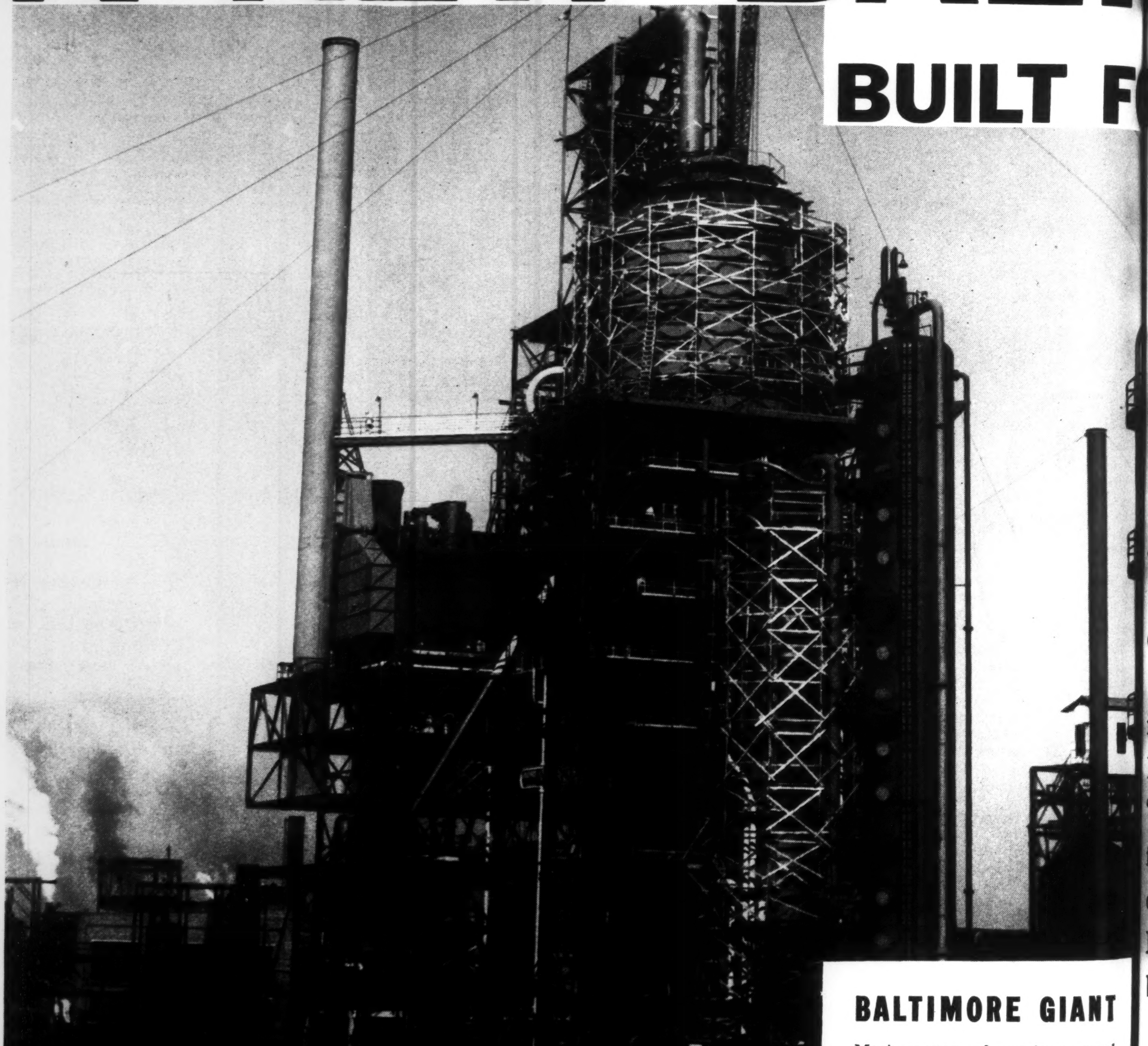
CHICAGO
180 N. MICHIGAN AVE.
Central 5977

KANSAS CITY
21 W. 10TH STREET
Harrison 4700

SAN FRANCISCO
1207 RUSS BUILDING
Douglas 5220

A NEW BALT

BUILT F



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BALTIMORE GIANT

Man's mastery of petroleum moved another big step forward with the dedication of this huge fluid catalytic cracking unit at the Baltimore refinery of Standard Oil Co. (N. J.). Towering 23 stories skyward, it stands today as a key unit in wartime production of high-octane aviation fuel, synthetic rubber, and TNT. It will stand tomorrow as a key East-Coast unit in a new world of peacetime motoring and aviation.

NA

XUM

MORE GIANT

WAR -- USABLE FOR PEACE

makes Baltimore one of the major producing centers for United Nations high octane gasoline -- and a more important and permanent factor in postwar development of the U. S. Petroleum Industry

Again -- Baltimore achieves leadership!

Baltimore has been a factor in the oil refining industry ever since 1865 -- only five years after the drilling of the world's first oil well. Now this giant, 14 million dollar "cracker" marks the newest stride forward in Baltimore's steadily expanding petroleum industry.

Baltimore is the fastest growing big city in the East. The present boom is merely an acceleration of a 25 year trend of growth and expansion in industry, in wage earners, and in payrolls. Baltimore's amazing diversification of industry insures continued progress.

In peace as in war, Baltimore is one of America's greatest markets -- one of your soundest advertising investments. And Baltimore's Number One advertising medium is WBAL.

WBAL *means business in Baltimore*

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

XUM

Editorial

License Sop

THE FCC must have expected lots of fanfare and trumpeting last week when it extended the term of all broadcast licenses for a full three years, the maximum term allowed under the law. The provision has been in the law since 1927. It took just 16 years for the FCC and its predecessor Federal Radio Commission to get around to this!

Of course the extension is desirable. The short-term license was authorized by Congress when the original act was written because radio then was in a state of confusion; the law had "broken down" and stations had been jumping on frequencies indiscriminately. It was to bring order out of technical chaos that the law was so written. There was a reallocation in 1928 to correct the basic technical abuses. More than 100 stations were tossed off the air because they had exercised "squatter's rights."

The extension is a sop. It is so much window-dressing. It comes after members of the Senate Interstate Commerce Committee rather pointedly had questioned the short-term license and the lack of stability it necessarily engendered. It comes after the arbitrary multiple-ownership order, and at a time when the Commission is committed to decide the newspaper-ownership issue. It is an effort to do something sweet to counteract, in some measure, the bitter.

While on the subject of licenses, the FCC should come forward and recommend not three year tenures, but 20 or 50-year licenses. It has the power to invoke revocation proceedings whenever there is a justifiable basis.

Political Rates

A POLITICAL year is coming up. The elections will be national, state and local. Politicians predict the hottest campaigning ever.

Already the tempo has given rise to discussions about political rates for time. Candidates, or some of them, protest premium rates for political time. The policy varies; some stations charge regular rates, others double rates.

There is justification for premium rates, according to practical broadcasters. Radio programming requires constant balancing if an audience is to be maintained. The quickest way to destroy audience (and hence the value of radio time) is to permit too much of limited or special appeal to get on, throwing out of kilter tried and tested programs of general appeal and following.

Thus, many stations in establishing rates for talks (commercial, political or otherwise) take into account the expense of offsetting schedule changes to retain audience. Moreover, the premium rate tends to encourage the speaker to edit his script sharply, say it in fewer words and reduce the time purchased. It makes for better radio and usually better listener reaction. Thus the premium rate isn't a penalty. It is a safeguard for the time-buyer because he is assured of better audience. And it is much easier on the listener.

Ask the Listener

RADIO'S future is now in the bosom of Congress. Hearings before the Senate Interstate Commerce Committee on the White-Wheeler bill, have ended. The question, briefly stated, is whether the FCC should operate with the blank check handed it last May by the Supreme Court.

Now, to strip this issue of its heavy legislative verbiage and get down to plain talk. Who are those dissatisfied with American radio?

Men in public life—in Congress and on the FCC—refer to "the people" and the "public interest". True, members of Congress are the *elected* spokesmen of the people. But those on the regulatory agencies are not. They are appointed by the President. But when they talk of "the public", we wonder whether they are not speaking as self-appointed custodians. They profess to speak the view of radio's audience of 100,000,000. But where is the authority? Who has complained?

It's high time, we think, to get the facts. Instead of this hit-and-miss conversation about too much "soap opera", or "killer-diller drama", or boogie-woogie, let's find out what the public thinks. All these men in public life, whether elective or appointive, are quick to bring out that American radio is the *best in the world*, but they, according to their own lights, feel it should be better. They fail to realize that many a station has given up the ghost, and that the mortality among radio programs is high—because the public didn't like them.

In a Democracy the majority rules—at least that was the concept of the Founding Fathers. Today, all too often, we have seen these self-appointed guardians of the nation's welfare and morals just assume authority. Is that what broadcasting and its manifold post-war off-shoots are faced with today? "By their fruits shall ye know them", was the Biblical quotation once used by the courts in upholding a deletion case. The same maxim applies to the FCC. It's clear that unless the FCC is checked, the result will be strangulation of radio.

How can we get the facts as to the desire of the body politic on broadcasting? The question is whether broadcasting needs a change in policy of the kind the FCC is foisting upon it. The answer is simple. Ask the people.

Let radio prove for itself whether the loudest voices advocating such changes really speak for the people. Or whether they speak only of self-interest of the reformer-crusader breed.

We suggest that stations and networks take the question direct to the people. It can be done through a nationwide poll. Let an independent research or survey group handle the analysis and frame the questions. The Gallup poll, or *Fortune*, could follow it up. The press could pursue it, for certainly if radio's freedom falters, the press will be next in line.

The question can be put direct to the listener: "Do you think the Federal Government should regulate news broadcasts, commentators, types of programs on networks or through this station?" It could be broader or narrower. It could run a day or a week.

The listener will speak for himself.

Radio is eager to abide by the results.

After all, the listener is our business.

Our Respects To

EDWARD RAYMOND BORROFF

PROSPECTING, smudging orchards, chasing an ambulance and skinning a dinkey aren't usually the forerunning experiences of a radio executive. Nor is the radio executive in this case, Edward Raymond Borroff, vice president of the BLUE central division, a usual person.

A great-great-grandson of Sam Houston, Ed Borroff displayed the pioneer spirit at an early age, when he headed west to become a prospector. Gold in the hills or the produce of the land, either was in his agenda, but a lone fortune seeker he would be. That urge to eschew the common path to success seems to have stemmed from the time the youthful Ed was stricken with mental and vocal constriction when called upon to address his grade school graduating class in Chicago. Since that time Ed Borroff has been noted more for actions than words.

After graduating with honors from Chicago's Hyde Park high school, alma mater of more than one Chicago radio executive, he enrolled in Liberal Arts at the University of Chicago and later took courses in animal husbandry at the University of Illinois. The course was to fit Ed for a career as a cattle buyer, his father being owner of one of the largest livestock commission houses in the Middle West and his brother being a well-known stock appraiser. But about that time, during the end of Borroff's junior year at Illinois, he decided to listen to Horace Greeley and head for the foothills of the State of Washington.

There, however, instead of gold to pan, Ed found apples, orchard after orchard of them, so he decided to become a fruit rancher. But an early frost nipped his bumper crop, and Ed was no longer a fruit rancher. Then hearing that vast orchards of peaches were going to waste at Moss Coulee, Wash., Ed hied himself there, to learn that shipping the enormous, ripened fruit any distance was impractical. To the fore came Ed's sales instinct and via telephone he sold 3,000 cases of the peaches to residents and grocers located along the narrow-gauge railroad of the Coulee territory.

That season over, Borroff returned to sell life insurance in Louisville, Ky., leaving that field after two years to join a road construction company as chief "dinkey skinner." But skinning a dinkey was only a transient vocation for Ed, who was waiting to become an associate with a real estate firm, and with win-

(*Continued on page 40*)

XUM

RADIO-CONTROLLED TOOLS

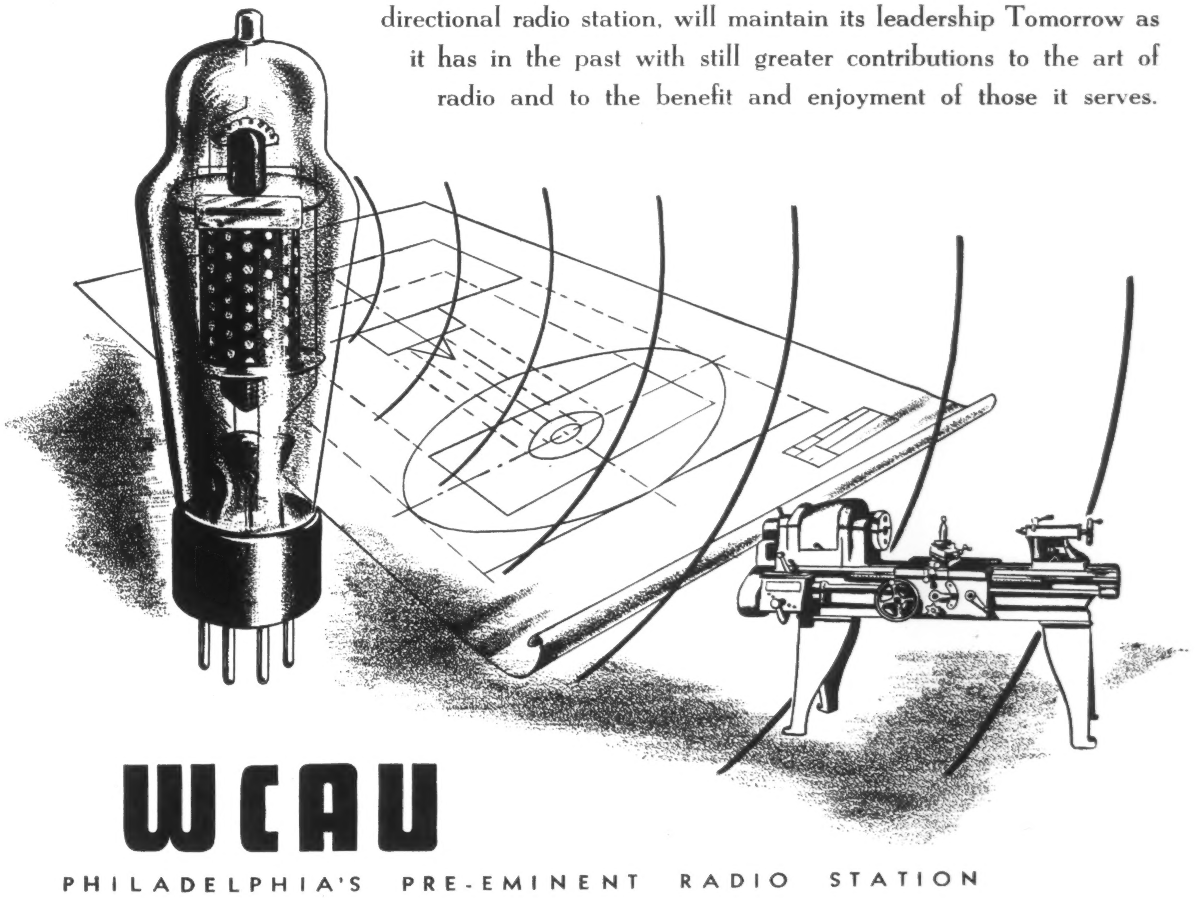
that construct direct from blueprint

The not-too-distant future gives promise of a new technique in manufacturing . . . production by radio. Amazing tests already have been made of electric-eye-controlled tools which make steel products direct from the blueprint, itself . . . and the process holds assurance of conversion for use in other fields.

Such scientific wonders are indicative of the vast new developments awaiting radio . . . striking potentialities of public service that belong to the world of peace to come.

WCAU has long fulfilled its pledge of public service, maintaining consistent leadership in its area through 21 years of progress . . . leadership based on superior programming and perfected execution . . . leadership certified by a dominance in listenership, proved by survey after survey.

WCAU, Philadelphia's only 50,000 watt, clear channel, non-directional radio station, will maintain its leadership Tomorrow as it has in the past with still greater contributions to the art of radio and to the benefit and enjoyment of those it serves.



WCAU

PHILADELPHIA'S PRE-EMINENT RADIO STATION

Power AND POPULARITY

WCAO

The Voice of Baltimore

5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

Our Respects to

(*Continued from page 38*)

ter threatening to end the road work, Borroff took a temporary job on the staff of KYW, then of Chicago. That was in 1923, and from dog-watch newscaster and general handyman, he became full-time announcer, then salesman and finally station manager.

Borroff was beginning to think "this is a business", especially when he was called on to report such historical events as the crash of the dirigible Shenandoah, and the death of President Harding.

Daily becoming more interested in selling, however, Borroff resigned from KYW in 1928 to join WENR Chicago, as sales manager. On March 1, 1931, when the National Broadcasting Company acquired WENR, he joined the sales staff of the Central Division, and nine years later was named sales manager of the BLUE central division by Harry C. Kopf, then its manager.

It was during these years as sales executive that Borroff's direct manner and forthright integrity became apparent as the foundation of his policy in dealing with associates and clients. Borroff still talks in crisp words as straight from the shoulder as a right cross, yet his candid, colorful attitude is somewhat tempered by a wry sense of humor which only occasionally takes a sarcastic turn to emphasize a point. Those who know him well say he is at his best when indulging in practical jokes. But when he is not in the mood for pranks, they know that someone in the woodpile is destined for the doghouse.

On Jan. 9, 1942, announcement was made to the radio industry that Edwin R. Borroff had been elected vice president in charge of the central division of the BLUE Network Company.

The first knowledge Borroff had of the announcement came to him that day over the long distance telephone. He was talking with Mark Woods, president of the BLUE, in New York. After a few pleasantries and some incidental business, Woods remarked, "Oh, say, Ed. Congratulations. You're the new vice president in charge of the central division of the BLUE."

The office of which he had just been named head brought to Borroff supervision of the network's activities in Chicago, the Midwest, the Southwest and the South Central parts of the United States. Since assuming these duties he has been especially interested in radio's role in the life of a nation at war, (recently he was named Chicago consultant for the OWI domestic branch radio bureau) and in radio in the post-war era.

Ed Borroff is married to the former Marion Law of Princeton, Ill., and has one son, Robert, age nine. His home is in a Chicago apartment. His two hobbies are golf and ships, and on fitting occasions he will address the piano keyboard and render an astonishing repertoire of Gay 90's tunes, or play popular songs on his accordion.

Personal NOTES

ENSIGN ROBERT G. PATT, former promotion manager of WHN New York, is in the South Pacific serving as communications officer with an LCI (landing craft infantry) group. He has seen action at Munda, Rendova, Bouganville and Treasury Island. A brother, Lt. (j.g.) Ralph H. Patt Jr., former manager of WPAY Portsmouth, has been designated communications officer of a destroyer escort soon to be commissioned.

RUBY MACQUATTERS, member of the WHEB Portsmouth, N. H., sales staff for the past four years, has left the station to become assistant manager of Panaway Manor Housing Area.

ARDEN X. PANGBORN, manager of KGW-KEX Portland, was recently elected vice-president of the Portland Adv. Federation.

ANDREAS ATHERTON, formerly with personnel and advertising departments of Avion Inc., has joined KMPC Beverly Hills, as account executive.

HOLLY MOYER, formerly assistant manager of KFEL Denver, has joined KNX Hollywood as account executive.

MILTON HILL, formerly of The McCarty Co., Los Angeles agency, has joined KNX Hollywood sales promotion staff.

ROBERT L. KENNETT, CBS program relations division manager, has returned to New York headquarters after conferences on the Pacific Coast.

JON HACKETT, for many years head of sports and special events for WOWO-WGL Fort Wayne, Ind., and WING Dayton, Ohio, and recently manager of KWFC Hot Springs, Ark., has joined the Army.

WELLS H. BARNETT Jr., former sales manager of WLS Chicago, has been commissioned a second lieutenant in the Army Air Forces.

CLIFFORD J. RIAN, sales promotion manager of WTCN Minneapolis-St. Paul, has been appointed chairman of the public relations committee of the Minneapolis Committee for Post War Progress.

EARL MITCHELL of the NBC San Francisco sales staff resigned December 1 to enter business for himself. He is succeeded by Walter G. Tolleson Jr., of the KPO sales staff.

LOUIS G. COWAN, chief of the Radio Program Bureau, Overseas Branch, OWI, is the father of a girl.

A. V. BAMFORD, sales manager of KROW Oakland, Cal., has been elected a director of the Oakland Advertising Club.

JACK COOKE, general manager of Northern Broadcasting & Publishing, Timmins, Ont., and chairman of the Research Committee of the Canadian Assn. of Broadcasters, has returned from group meetings in New York to discuss the coverage data plan to be inaugurated by Canadian broadcasters early in the year. The plan is to be set up at the February meeting of the CAB at Quebec.

MAIN ATTRACTION in current issue of *Esquire* for Lloyd (Speed) Maddock, sports commentator of KROW Oakland, and Philip G. Lasky, KROW general manager, is not what you might think. Object of their interest is Maddock's article "Oakland, Home of the Screwballs", commentator's first score in big league writing.

McCLINTOCK LAUDS WORLD RADIO ROLE

USE OF American commercial broadcasting on a global scale to establish international peace and prosperity in the post-war era was urged by Miller McClintock, president of MBS, in an address last Tuesday before the Sales Executives Club, meeting at the Roosevelt Hotel, New York.

"What I am proposing," he said, "is that American business use radio with that same leadership throughout the world that it has upon our own continent; that it provide the facilities for global broadcasting; and that it solicit the interests of men in industry, both for their own profit incentives and the other objectives involved."

Pointing out that the mechanics of a global transmission system have already been established and that the next problem is providing the means of reception, Mr. McClintock suggested that there are "few better ways in which the interested governments could secure better understanding among nations than to dispense some of their largess in terms of listening facilities."

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company

*Prestige

*Reputation

*Character

Intangibles — all of them. Can't be measured, can't be bought, but important to you

PRESTIGE, reputation, and character are principally a local matter. They embody all the things that have happened in the past—they are built up only after a period of years. They are awarded by the community in which you live.

In Chicago and the Midwest, these qualities are inherent in WGN, based upon a station policy of unceasing "service to the community." They are a "plus value" you receive from WGN.

A Clear Channel Station

CHICAGO ILLINOIS
50,000 WATTS 720 KILOCYCLES
WGN
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

BEHIND the MIKE

JAMES BURKE, on leave from CBS to recover from an illness, last week returned to the network in the newly created post of rating analyst of the research department. He was formerly assistant editor in the CBS commercial editing department.

DICK KUNSTMAN has left Mutual, where he handled trade press news, to enter the Army. He joined the network several months ago when *Movie-Radio Guide*, which he represented in New York, was dissolved. Replacing him at Mutual is Margaret Gardner, formerly with the Hollywood office of Tom Fizdale Inc., publicity firm, and previously western editor of *Movie-Radio Guide*.

CHARLES MacLIN, station relations department of Canadian Broadcasting Corp., Toronto, is the father of a girl.

CHARLES HERBERT, who became CBS assistant network operations director last October, has been named a director in the program department.

DAVE GOLDEN, radio writer and former newspaperman, and at one time assignment editor on the New York publicity staff of the Treasury Dept., has joined WPAT Paterson, N. J., as continuity writer and publicity director. Chris Cunningham, announcer, entered the Army last week. Art Raymond, former announcer, who has received an honorable discharge from the Army Air Force, has rejoined WPAT.

OTTIS DEVINE, former chief announcer of WSM Nashville, has been named program director of the station, succeeding Jack Stapp, now in the overseas branch of the OWI.

WILLIAM DOWDELL, news editor of WLW-WSAI Cincinnati, and Margaret Whitehead, newswriter and author, announce their engagement.

GRAYLE HOWLETT, sports editor of WGN Chicago, has been commissioned an ensign in the Naval Reserve and reports for active duty Dec. 28 at Ft. Schuyler, N. Y.

Minn. Council Meets

MINNESOTA Radio Council held its fourth anniversary meeting Dec. 3 at the Radisson Hotel, Minneapolis, in cooperation with regional NAB stations and the regional association of women directors. The discussions centered around the educational challenge to broadcasters especially after the war. Co-chairmen for the Tri-conference were: Edgar L. Hayek, KATE Albert Lea, Minn., NAB regional director; Mrs. George Palmer, national chairman, Federation of Women's Clubs; Ruth Rossholt, president, Minnesota Radio Council; Ann Ginn, WTCN Minneapolis, NAB regional chairman.

KEN CAMPBELL, announcer of CHEX Peterborough, Ont., is the father of a girl.

PHIL SANDY, new to radio, has joined the announcing staff of CHEX Peterborough, Ont., after being discharged from the Canadian Army.

SEIGNE SORENSON and Be Budge of the continuity staff CKWX Vancouver have joined th Women's Division, Royal Canadi Air Force.

HERB REEDER, announcer CKWX Vancouver, is the father a boy.

ED HILL, announcer of WBNX Ne York, has been inducted into th Army.

EDWARD DALE SKOTCH, formerly of the Roanoke Broadcasting Corp. Roanoke, Va., has joined the staff KYW Philadelphia as continuity writer.

ROY GROVE has resigned from th announcing staff of WIP Philadelphi effective Dec. 20.

GLENN ADAMS, former producti manager and chief announcer of WI Columbia, S. C., and now out of th Army via a medical discharge, ha joined the announcing staff of WCAU Philadelphia.

JACK PAINE, formerly continuity writer of WAIT Chicago, is now freelancing. Dorothy McDonald, women's announcer for WJAR Providence, R. I|, has replaced him.

ED HUMPHRIES, formerly program director for WJJD Chicago, and WIND Gary, Ind., has joined WAIT Chicago announcing staff.

KENDRICK CROSSLEY, announcer of CKGB Timmins, Ont., was recently seriously injured in an auto accident and is confined to a hospital with chipped vertebrae.

HY FAINE, AFRA executive secretary in Chicago, reports for induction in the Army Dec. 20. Ray Jones, formerly AFRA's Chicago office manager, who was recently honorably discharged from the Army, is expected to return to the post in January.

HILL SANDERS, newscaster and commentator of WGN Chicago, has returned from a seven-week newsgathering tour of England. Cy Harris substituted during his absence.

JAMES L. STIRTON, program manager of the BLUE central division, on Dec. 11 married Adele Ossanna, radio actress.

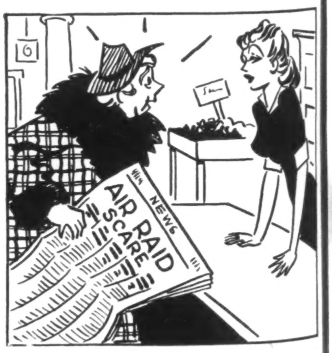
ALLAN HASSELL has joined the announcing staff of CKWX Vancouver.

DAVID SAVAGE, former continuity writer of CBR Vancouver, has joined the Royal Canadian Air Force.

E. H. DAVIES JR., program director of CKX Brandon, is the father of a boy.

TED HODGE, sports announcer of WTBO Cumberland, Md., is the father of a girl.

BOB CARTER, formerly chief announcer of WMCA New York, and for two years with WXYZ Detroit, has joined the talent staff of WAIT Chicago.



"WFDF says the nightgowns you offer are attractive to the entire Flint public"

WIBG for year-round sports . . .

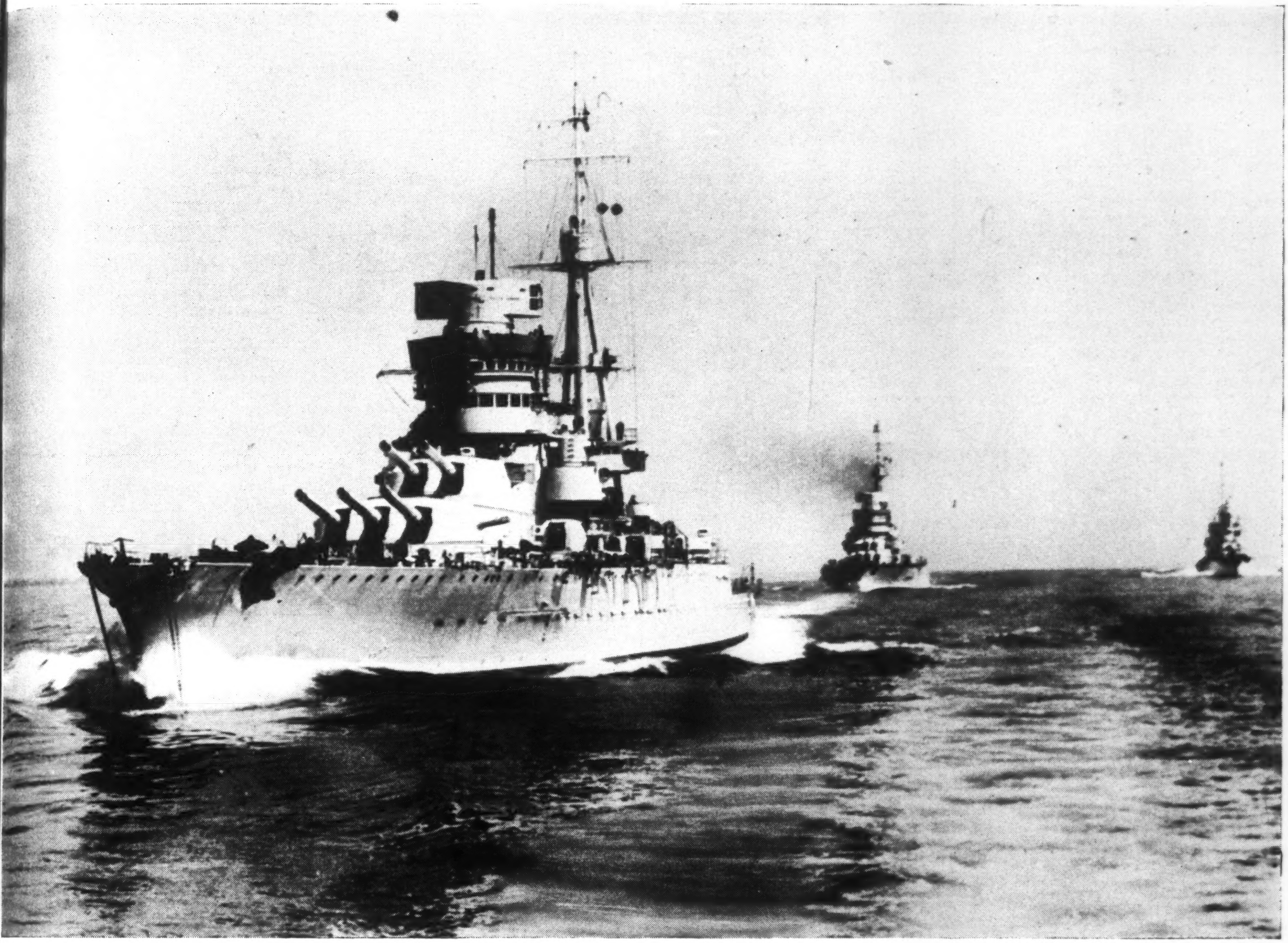
IN 1943
WIBG BROADCAST
A'S AND PHILLIES BASEBALL GAMES . . .
TEMPLE AND VILLANOVA FOOTBALL GAMES
EAGLES - STEELERS "PRO" FOOTBALL GAMES

and now Intercollegiate Basketball

• *When listeners in and around Philadelphia think of sporting events, they dial 990. That's where WIBG comes in — strong! The newest addition is Intercollegiate Basketball from Convention Hall. You can reach Philadelphia's sports-minded audience through WIBG.*

Philadelphia's Most Powerful Independent ★
10,000 WATTS—990 K.C.

WIBG
SPOT SALES INC.—REPRESENTATIVES



Surrendered . . . to an old radio transmitter

Italy was tottering . . . collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless . . . unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate . . . a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day," he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service . . . of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam . . . for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

DICK BURRIS has joined the news announcing staff of KSO-KRNT Des Moines. Bill Riley, released from the Army, has joined the news staff. Marjorie Hill, new to radio, has joined the promotion department, replacing Virginia Black, who has joined the U. S. Cadet Nurses.

LEONARD EARLE CAMPBELL, formerly with WFOR Hattiesburg, Miss., has joined the announcing staff of WGCM Gulfport, Miss.

VIRGINIA ATKINSON has joined the all girl staff of W1XTG, FM station of WTAG Worcester, Mass.

AL CONSTANT, formerly with KOWH Omaha, has joined the announcing staff of WNAX Yankton, S. D. Marjorie Gies replaces George Johnston as head of the continuity department. Marjorie Mikkelson has joined the continuity department. Marguerite Nahan is now head of the traffic department, replacing Ted Matthews, resigned.

Brothers Meet

SOME years ago Jim Barry and Frank Allen, half-brothers, were separated in youth and lost track of each other. Now they're reunited. Neither knew the other was in radio until both went to work at WWL New Orleans and were introduced by Ed Hoerner, program director.

FRANK GALEN, writer on the weekly CBS *Burns & Allen Show*, has been inducted into the Army.

RAY NOLL, writer-producer of KPAS Pasadena, Cal., has assumed additional duties as head of station transcription department replacing Hal Lea.

CORPUS CHRISTI'S growth is a "ONE WAY STORY!"

Since 1930, Corpus Christi's population has zoomed at a surprising rate . . . so much so that Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the "one way" journey to this port city of over 101,400 population. Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over this rich, ever-expanding market.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

WINSTON MOORE, formerly radio editor of *Western Family Magazine*, has joined NBC Hollywood publicity department as feature writer. Martha Curry, at one time also in that department, has rejoined the staff replacing Carol Davis who has been transferred to network's New York offices.

JAMES McKIBBEN, honorably discharged from the Army, has rejoined the writing staff of KFI-KECA Los Angeles.

BOB TURNBULL, head of transcription library of KHJ Hollywood and program director of KHJ-FM, has been inducted into the Army.

WALLACE S. WIGGINS, program manager of KVOE Santa Ana, Cal., is the father of a boy.

BILL ELLIOTT, chief announcer of KVOE Santa Ana, Cal., has joined the Navy and currently is in training at the San Diego Naval station. Bob Blackburn, new to radio, has taken over Elliot's former station duties.

FRED SHIELDS, Hollywood announcer on the seven-weekly *Alka Seltzer News* on Don Lee stations, is the father of a boy.

JOHN WOLFE and Ken Hegard have joined the production department of KDYL Salt Lake City. Ester Wittrick, former secretary to W. E. Wagstaff, KDYL commercial manager, now heads the traffic department.

KARIN SYVERSEN, former head of the traffic department of KDYL Salt Lake City, has left the station to marry Maj. Ralph E. Caldwell of the Army Air Corps.

TOR TORLAND, now in the Army and former KOA Denver announcer, and Mary Anne Warriner, who formerly sang over KLZ Denver with Ray Noble's band, were recently married.

STEWART W. PHILLIPS, program director of WTBO Cumberland, Md., has joined the armed forces.

WALTER BREWER has joined the announcing staff of KIRO Seattle.

MARY HAAS has joined the writing staff of KNX Hollywood.

BOB MILTON, formerly announcer of KCKM Kansas City, Kan., has joined KGFJ Los Angeles. Mary Yarrow, formerly dramatic actress, has joined the station as music librarian.

JACK CUSICK, writer for Ben Bernie, and William Walbaum, formerly with WBBM and WIND Chicago, recently on the sales staff of Spot Sales, Chicago, have joined the continuity department of WGN Chicago.

DAL WYANT, production manager of WHEB Portsmouth, N. H., is the father of a girl.

YVONNE BERGE, for the past five years continuity director of WNAC Boston, has joined WBZ Boston as script writer.

FLOYD FARR, chief announcer and assistant production manager of KPO San Francisco, is the father of a boy.

JIM STRAIN has joined KMTR Hollywood as special programs producer. He previously was with WMBR Jacksonville, Fla., and WFOY St. Augustine. Carl Blume has joined the KMTR news staff.

DOUGLAS GOURLAY, announcer of KPO San Francisco, is the father of a boy.

TOM HOLBROOK, formerly with KVIC Victoria, Tex., has joined the announcing staff of WWL New Orleans.

BILL LARNER has been appointed head of the newly formed public relations department of WELI New Haven, Conn. He was formerly special announcer, continuity writer and special events man for WELI.

Tomlinson Honored

COLUMBIA U. last week conferred upon Edward Tomlinson, BLUE advisor on inter-American affairs, one of three annual gold medal awards "for distinguished service in advancing international friendship in the Western Hemisphere." Two Latin American newspapermen received the other two awards, known as the Maria Morris Cabot prizes.

NBC Course

FOR THE second season, starting in January, NBC will offer its employes a series of courses in announcing, sound effects, production and script writing. The "Employe Program Groups", as they are known, were instituted last spring to establish closer relations with employes, and to build up a supply of trained personnel.

George Bittner

GEORGE BITTNER, Australian journalist and commentator, died at his home in New York, Dec. 12. From Paris, Tours, and finally Bordeaux, Mr. Bittner handled the French Government's daily broadcasts to Austria until the country's surrender in the fall of 1940.

SCOTT KECK and Fred Rawlings, announcers formerly with the BLUE, New York, have joined WCAE Pittsburgh.

Mistake

"NON - DEFERRABLE" is the status of a man in the Service, even though he be 4-F. So discovered Nephi Sorenson, control room operator of KDYL Salt Lake City, who found himself in this status recently and as a consequence spent four hours in the Army. It all happened as Nephi was taking his physical for re-classification. When the local draft board examiners had completed their checkup, he found himself lined up with some men who were being sworn into the service and before he had a chance to explain he too had taken the pledge. Meanwhile the results of his examination had been returned, still 4-F. As a result the only thing to do was to issue him a medical discharge.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

YOU MAY BE ABLE TO JUMP 257 FEET ON SKIS*

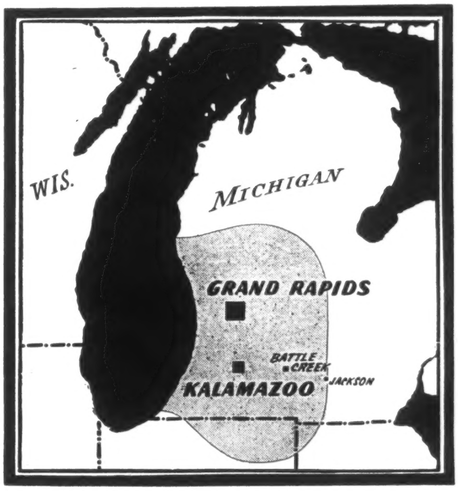
BUT—YOU CAN'T MAKE A RADIO-JUMP INTO WESTERN MICHIGAN, FROM CHICAGO OR DETROIT!

Let's be realistic. Do YOU ever listen to any radio outlet that's located 150 miles from your home? Of course you don't! Then why should people in Kalamazoo or Grand Rapids do it, either—especially in the face of the notorious fading condition we have around here?

Believe us. In Western Michigan, WKZO gets practically *all* of what would be the normal Columbia audience—and, in addition, gets large sections of what would be the normal audience for *other* networks, too. Because even a mere glance at the millivolt coverage maps of Western Michigan stations shows that WKZO is the *only* outlet delivering a listenable signal throughout the area.

Do you want the *proof?* Drop us a line—or ask Free & Peters!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".



WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**Bob Roecker of Duluth did it at Iron Mountain, Michigan, in 1937!*

New Agency Formed

FORMATION of the Pacific Coast Advertising Agency, new national agency, has been announced by Richard E. Goebel, general manager. Specializing in food accounts, the new firm is located at 1167 McAllister St., San Francisco. Staff organization includes copy, art, production, radio, research, media, merchandising, and sales promotion departments. Members of the staff include Helen L. Ennis, copy supervisor, formerly with N. W. Ayer & Son; Lewis L. Lacey, radio director, formerly with KTSA, Southwest Broadcasting System, NBC; Bion Atkinson, art director, formerly with the *Oakland Tribune;* Batsy Dietrich, statistics and research.

NO CHAMBER of Commerce stunt, but just a good old-fashioned "welcome home" was accorded Ed Cashman, New York vice-president of Foote, Cone & Belding, by the agency's Hollywood staff upon his arrival in Pasadena for check-up on American Tobacco Co. programs. Welcome-button wearers and New York visitors are (1 to r): Albert L. Capstaff, associate producer of NBC *College of Musical Knowledge;* Arnold Maguire, producer of BLUE *Here's to Romance;* Mr. Cashman; Bert Prager, New York agency executive on Campbell Soup account; Frances Young, assistant to Paul Phillips, producer for Kay Kyser; Mr. Phillips.

Agencies

PAUL de FUR, formerly in the radio section of the War Manpower Commission, and Jay Hanna, free-lance director, have joined J. Walter Thompson Co., New York, as radio producers.

FRITZ BLOCKI Productions, newly organized radio production firm, has opened offices at 655 Fifth Ave., New York. Telephone number is Plaza 9-6180.

WALTER A. JORDAN, formerly a partner in the advertising agency, Fogarty, Jordan & Phelps Co., Chicago, has sold his interest in Associated Distributors, Chicago. Associated Distributors handle cosmetic lines.

FRANK J. BRUGUIERE, editor since 1935 of the Shell Oil publication, *Shell Progress*, has joined the A. E. Nelson Advertising Company, San Francisco, as account executive and copy chief.

LEO S. COHEN has been named assistant to J. C. Ewell, president of U. S. Adv. Corp., Chicago. He has been in charge of production.

BETH HOLMES, formerly with BBDO, New York, has joined the copy department of Compton Adv., New York.

ROBERT EDDY has joined Foote, Cone & Belding, San Francisco, as an art director.

NATIONAL Broadcast Sales, Montreal, has moved to new offices in the University Tower Bldg., 660 St. Catherines St. West. Roy Hoff is manager.

JOHN U. REBER, vice-president in charge of radio of J. Walter Thompson Co., New York, is now a grandfather. His son, John H. Reber, now overseas, is father of a boy born in New York Dec. 13.

W. B. BYLES, formerly with the radio department of MacLaren Adv. Co., Toronto, has joined Spitzer & Mills, Toronto, as radio department director.

RAYMOND F. SULLIVAN, vice-president and director of Ruthrauff & Ryan, New York, and with that agency since 1920, has been elected chairman of the plan board.

ANDY KELLY, formerly West Coast manager of Tom Fizdale Inc., national publicity service, has established his own organization at 1073 Cloverdale Ave., Los Angeles. Telephone is Walnut 8955. Perry Charles, MGM New York radio contact, has assumed Mr. Kelly's duties at Fizdale.

JACK EIGEL, formerly with Compton Adv., Chicago, has joined the Buchen Co., Chicago, handling accounts and copy.

Buys Station Time

CHARGES that the Canadian Broadcasting Corp. is politically controlled by the Canadian Government were made by the Progressive conservative party following cancellation of a scheduled broadcast Dec. 10 by John Bracken, leader of the Progressive Conservatives, official opposition to the Federal Government. CBC canceled Mr. Bracken's dinner speech on the grounds that it violated a 1940 ruling prohibiting political broadcasts between elections. Speech was recorded, however, and last week placed on every Dominion station at commercial rates.

Grid Sponsors

PLAY-OFF game Dec. 19 between the National League football teams, New York Giants and Washington Redskins, was sponsored in New York on WHN by P. Lorillard Co., New York, for Old Gold cigarettes. In Washington, the game was presented on WMAL by American Oil Co., Baltimore. Agency for Old Golds is J. Walter Thompson Co., New York, while Joseph Katz Co., Baltimore, handles the American Oil account.

Thomas F. O'Neil

THOMAS F. O'NEIL, vice-president of General Tire & Rubber Co., which owns the Yankee Network, died at a Miami Beach hospital Dec. 10. Surviving are his wife and a brother, William O'Neil, General Tire president.

O. E. RAHN has resigned as national advertising manager of the *Dayton Daily News* to join the sales staff of the Frederick W. Ziv transcription department. Sanford Schlessinger, formerly continuity writer of the Iowa Broadcasting System, has joined the Ziv New York office as program producer.

JACK A. PEGLER, vice-president of Foote, Cone & Belding, New York, leaves the agency the first of the year. He plans a vacation at his Arizona ranch. Frederick E. Wakeman assumes his post.

ALFRED POLITZ is leaving Elmo Roper's market research firm to join Compton Adv., New York, as a research director. He continues his independent surveys.

JAMES N. JOHNSON has joined the staff of John Falkner Arndt & Co., Philadelphia.

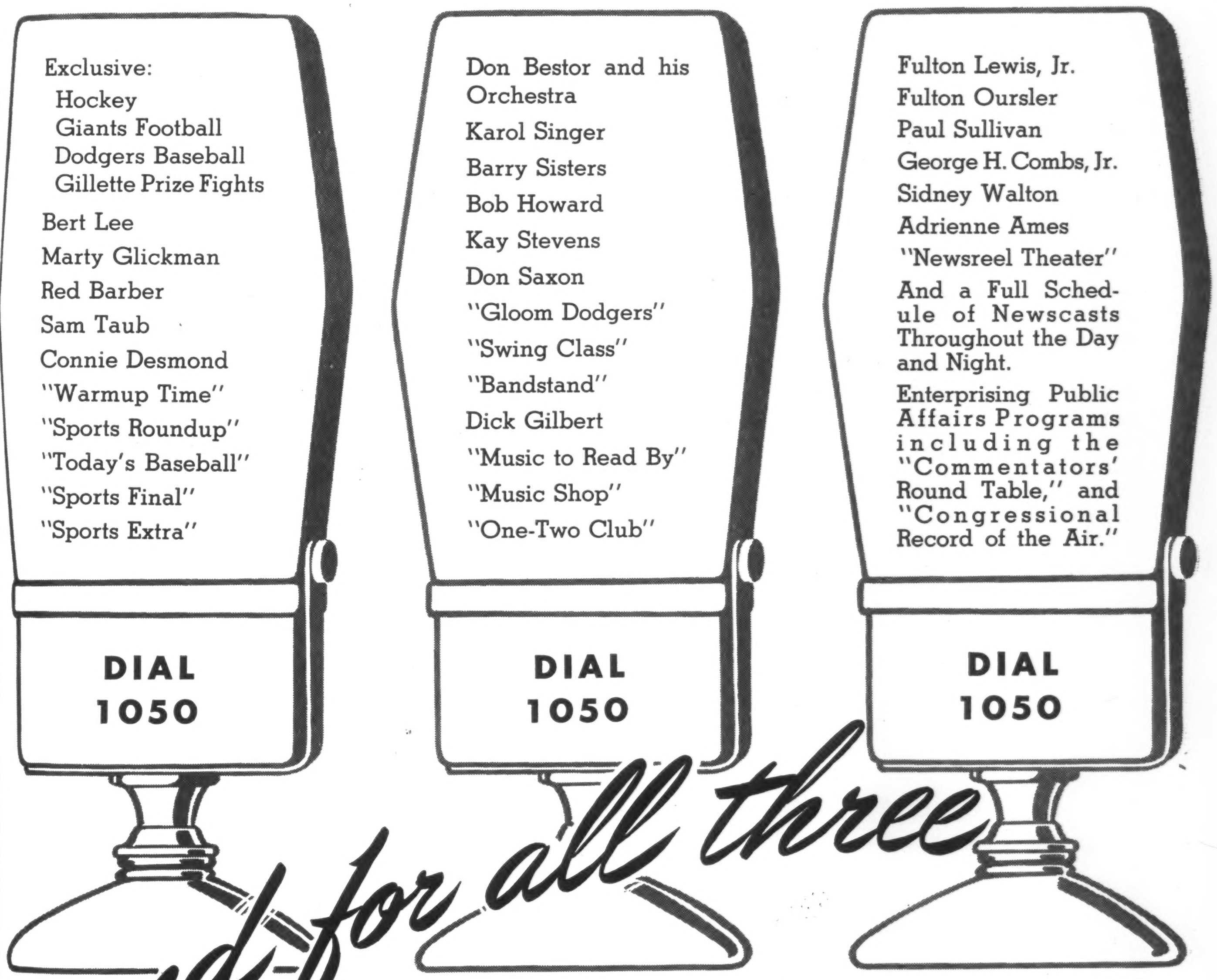
Move over, Silas— you're pushing me out of bed!
OK, dear— but turn WDAY up a little louder!

WDAY serves an area that furnishes 45.9% of all retail sales in North Dakota, South Dakota and Minnesota (excepting the counties containing Minneapolis and St. Paul). Also—our nearest big-chain competition is 90 miles away! Add those two facts together and see if you don't get the same answer as most big advertisers. Yes—it's WDAY!

WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

"Look at all three"...



SPORTS

Exclusive:
- Hockey
- Giants Football
- Dodgers Baseball
- Gillette Prize Fights

Bert Lee
Marty Glickman
Red Barber
Sam Taub
Connie Desmond
"Warmup Time"
"Sports Roundup"
"Today's Baseball"
"Sports Final"
"Sports Extra"

DIAL 1050

MUSIC

Don Bestor and his Orchestra
Karol Singer
Barry Sisters
Bob Howard
Kay Stevens
Don Saxon
"Gloom Dodgers"
"Swing Class"
"Bandstand"
Dick Gilbert
"Music to Read By"
"Music Shop"
"One-Two Club"

DIAL 1050

NEWS

Fulton Lewis, Jr.
Fulton Oursler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
And a Full Schedule of Newscasts Throughout the Day and Night.
Enterprising Public Affairs Programs including the "Commentators' Round Table," and "Congressional Record of the Air."

DIAL 1050

and for all three

it's **WHN**

NEW YORK

FOR LEADERSHIP

50,000 WATTS ON 1050 IN THE NATION'S No. 1 MARKET

Louisiana U. Radio Listening Survey Shows Set-Owner Homes Best Market

THAT RADIO HOMES are a better market for household conveniences as well as for ideas, information and entertainment, than non-radio homes, is evidenced by the *Survey of Radio Listeners in Louisiana*, just published by the General Extension Division of the Louisiana State University at Baton Rouge.

The survey utilized housing data from the 1940 U. S. Census to apportion the interviewed population sample throughout city and rural areas of the state. Comparison of radio and non-radio owning families (Appendix C) shows following differences characteristic of the Louisiana audience.

Occupation: A much higher percentage of professional, semi-professional, managerial, clerical and sales workers in the radio-owning group. Professional men constitute 15.6% of the group, compared with 1.8% professional people in the non-radio group; proprietors and managers, 9.4%, compared with 1.4%.

Economic level: 84.4% of the radio homes in the upper and middle income groups; 15.6% in the lower income group.

Home Ownership: Of radio homes, 56.6%; of non-radio homes, 26.6%.

Possessions and conveniences:

	Radio	Non-Radio
Electric Lights	82.7%	24.6%
Private Bath	68.6	17.1
Automobile	59.2	15.9
Telephone	51.1	5.3
Attend Moving Pictures Once a Wk.	57.8	23.9
Daily Paper	74.0	19.7
Weekly Paper	38.2	14.2
News Magazine	39.3	6.0
Women's Magazine	47.5	7.3
Farm Publication	27.2	22.5

Main News Source: 70% of the radio homes reported radio as their main news source, while 16.2% of the non-radio homes also called radio their main news source. Newspapers were mentioned as the main news source of 18.8% of the radio homes and 34.2% of the non-radio homes, while "combination" was given as the main source by 9.6% of the radio homes and "hearsay" by 30.4% of the non-radio homes. Only 0.3% of the radio homes reported dependence on "hearsay" for their news.

Indicating that the findings should be discounted to some extent, the survey points to a probable overemphasis of the more stable and prosperous element in the population. This is indicated by the fact that the somewhat small sample included 12.9% more home owners than was indicated by the Census for the state as a whole. Nevertheless, the findings are regarded as highly significant.

The Louisiana survey was undertaken in connection with the planning of educational radio programs for the state, which the university regards as its campus. Work was done under the direction of Dr. Edgar A. Schuler, formerly assistant professor of sociology at L.S.U., and now with the U. S. Dept. of Agriculture. The questions he sought to answer included: "Who listens when to what? Why? Would the listeners rather hear something else?"

Charting daily listening patterns, the study shows how listening varies according to economic groups. Starting the day with sim-

NAZI-HELD territory was pointed out to Niles Trammell, NBC president (c) and John Royal, NBC vice-president, by Lt. Gen. Mark Wayne Clark, Commanding General, Fifth Army, when this Army Signal Corps photo, taken "somewhere in North Africa" was made. Messrs. Trammell and Royal returned a few weeks ago from an extensive trip to the war zones.

"Plug" Kendrick says:

BUY

WAR BONDS

and

hasten a

MERRY

CHRISTMAS

for all.

WINN

LOUISVILLE

with

WINN

Your

BLUE NETWORK

STATION *in*

LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

"IT'S ALWAYS ON YOUR DIAL"
30
710
770
880
930
WEAF
WOR
WJZ
WABC
WPAT
WPAT
ON YOUR DIAL AT
93

WANTED

A "TIME-STRETCHER!"

We're just clowning of course . . . unfortunately there's no such thing as a "time-stretcher". . . but if there were . . . we could use one in a big way.

No one likes to turn business away . . . and we're practically sold out all the time now . . . but don't let that stop you from calling us every time you need time, and we'll do our best to accommodate you.

Sell your clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

WGCM

Voice of the
MISSISSIPPI GULF COAST
BLUE NETWORK
Gulfport, Biloxi, Miss.

The Voice of the Thousands who are Spending the Millions in Monthly Payrolls on the Mississippi Gulf Coast!

National representatives: Sears & Ayer, Inc., Chicago and New York.

lar listening habits, divergence is hown by 9 a.m., when listening the lower middle income group still gaining as the middle and pper income classes begin to lose isteners. Between 11 and 12 m. here is the greatest divergence, with 70% of the lowest income roup listening; middle income roup up to 53% after a low of 7% at 9:30 a.m., and the upper come group at a low point of 4% after dropping since 8:30 a.m.

Even greater divergence in listening habits is shown by the charts of listening by economic regions, and by persons of varying degrees of education. Taken together the charts show how much the radio audience varies in composition and locality, not only as a result of program content, but also with the timing of the program.

Valuable Breakdown

Featured comedians head the list of Louisiana program preferences. Dance music, variety programs, serial drama, news commentators, news bulletins, straight drama, and audience participations, follow in that order.

The study also tabulated the percentages of white and negro informants requesting more programs of various types. Among white families, more programs of straight dramatic action were requested by the largest number of those reporting (31%). Negro families voted most heavily for more religious programs (29.9%), but added a 27% vote in favor of more drama. The requests for program types showed striking variation by locality of informants. For example, the requests for dramatic programs came principally from the larger cities. Less than one-third as many listeners in smaller cities requested this type of program and only about 5% of farm and plantation informants of either race requested additional dramatic programs.

KFEL Case Delayed

HEARING of two motions filed by the *Denver Post* to dismiss suit brought by Gene O'Fallon Inc., operator of KFEL Denver [BROADCASTING, Nov. 29], has been postponed by District Judge George Luxford until Dec. 27 on motion of Harry Silverstein, KFEL counsel. The *Post* motions had been set for hearing today (Dec. 20) but Mr. Silverstein is away from Denver. KFEL brought suit under the Colorado Unfair Practices Act, charging that the *Post* discriminated in refusing to carry the station's program listings, although it published listings of other Denver stations.

Manning Back

KNOX MANNING, formerly Hollywood announcer and narrator on the weekly CBS *I Was There* and now a major in the Army Air Forces, was a guest participant on that program to relate the battle of Salerno, on Dec. 12. Major Manning has just returned from the Mediterranean war theatre.

One recent Sunday night a sailor was given three minutes before a KPO microphone

He had to have a home for his two motherless children before he could go back to sea. Could anybody help???

Before the half-hour program ◐ was off the air KPO telephones ☎☎☎ were swamped . . .

Wires poured in. Letters came in an unending stream for days. In all, 105 cities and towns in 7 states were heard from and 605 homes were offered! Not bad when you remember that all these people wanted to *give* something, not to *get* something.

. . . proving that the KPO audience is there listening, day after day, night after night, all over the great Central Pacific Coast market . . . .

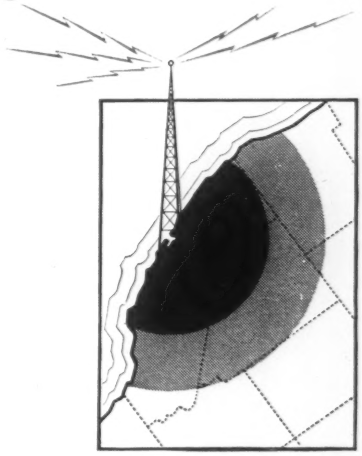
KPO

SAN FRANCISCO

REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

THE NATIONAL BROADCASTING COMPANY • A SERVICE OF THE RADIO CORPORATION OF AMERICA



The only 50,000-watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Radio Advertisers

WILSON & Co., Chicago (packers), has begun sponsorship of *John Harrington and the News*, six-weekly, on WAGA Atlanta. Contract for 52 weeks was placed through United States Adv. Agency, Chicago.

MOFFETT DRUG Co., New York, has named Butler Adv., New York, to handle advertising for a new vitamin product for children—Vitamin Juniors. Media plans have not been completed.

DOUBLE-COLA Co., has named McJunkin Adv. Agency, Chicago, to place advertising for its cola beverage. Plans are said to include radio.

ASSOCIATED Products, Akron, has named H. M. Klingensmith Co., Canton, Ohio, as agency.

PHILLIP-MORRIS & Co., New York, has placed its account for Country Doctor pipe tobacco with Albert Woodley Co., New York.

RALPH H. MILLER Inc., New York (women's specialty store chain), has appointed Consolidated Adv., New York, to handle its advertising. National spot campaign starts after the first of the year.

AIRCRAFT ACCESSORIES Corp., Kansas City, has named Potts Turnbull Co., Kansas City, as agency.

ANCHOR-HOCKING Glass Corp., Lancaster, Pa., has named William H. Weintraub & Co., New York, to handle its radio advertising.

CENTAUR Co., New York, has named Ruthrauff & Ryan to handle advertising for Ironized Yeast.

PETER DOELGER Brewing Co., Harrison, N. J., has named J. M. Mathes Inc., New York, as agency.

SEAL SAC Inc., Fall River, Mass., has placed its account with Hicks Adv. Agency, New York.

THAYER Co., Gardner, Mass., has named BBDO New York, as agency.

COFFEE CORP. of America, Chicago (Blend 150 Coffee) has named Stanley Pflaum Assoc., Chicago, to handle its advertising. Radio is contemplated.

HAPPY TIME for all after the first broadcast of the 42 Products program *What's the Name of that Song?*, on 34 Don Lee stations. Sam Mitchell, firm's president, congratulates Dud Williamson on his performance. Joining in the kind words are (l to r): Truman (Tommy) Thompson, announcer; Sam Mitchell, president of 42 Products; his brother, Ed Mitchell; Dud Williamson, m.c. and originator of the show; Pat Kelly, KFRC San Francisco, producer; Donald Breyer of Hillman, Shane-Breyer, agency handling the account; Thomas Maillaird, vice-president of Mailliard & Schmiedell, distributers of 42 Products.

AMERICAN Healthaids Co., Newark, N. J., has named William N. Scheer Agency, Newark, to handle advertising for Kelpidine. Plans are said to include radio.

LINK AVIATION Devices, Binghampton, N. Y., has named Craven & Hedrick, New York, as agency. Radio plans are said to be included.

VOICE of Prophecy, Washington, D. C., has named George C. Hoskins, Chicago, as agency. Plans for radio are said to be included.

WJR Salute

WJR Detroit marked the 100th consecutive meeting of its public forum program *In Our Opinion* on Dec. 5 with a discussion of Detroit's contribution to the war since Pearl Harbor. Program, a public service feature of WJR and the *Detroit Free Press*, has made history in Michigan with such epochal events as the pre-election one-hour debate between Senator Ferguson and former Senator Prentiss M. Brown.

HORLICK'S Malted Milk Corp., Racine, Wis., has appointed Western Advertising Co., Racine, as agency.

AU MASON & MAGENHEIMER Confectionery Mfg. Co., Brooklyn, has named Erwin Wasey & Co., New York, as agency.

CAROL ALTON has been appointed advertising manager of Wilson Bros., Chicago (men's clothing).

LYMAN AGENCIES Ltd., Montreal (Fellows' Syrup), has started transcribed program *Modern Romances* on CKCL Toronto, CKNX Wingham, CFPL London, thrice weekly. Account was placed by Ronald Adv. Agency Ltd., Toronto.

KELLEY, DOUGLAS & Co., Vancouver (coffee) on Dec. 13 started *Nabob Coffee Time* on CFCF CFRB CKCO, Mon. thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Torouto.

COCILANA Inc., Brooklyn, using a New England Network and some 25 other stations to promote its Cough Nips, from Dec. 14 through March 8, 1944, is sponsoring a series of 16 college basketball games from Madison Square Garden on WINS New York. Games will be broadcast from 9:45 p.m. to end of game. Agency is Al Paul Lefton Co., New York.

BUYING LISTENERS?
Then Buy Augusta and WGAC!

Augusta—always a good market—now at its peak with millions of dollars of new buying power, offers larger potentialities than ever before.

WGAC time, because of phenomenal ratings—offers more actual listeners per dollar invested than many much larger markets with lower ratings per station.

AUGUSTA (GA.)
LISTENING INDEX

INDEX	WGAC	Station "A"	Station "B"*	All Others
Morning	61.3	37.6	0.6	0.5
Aft'noon	67.6	32.0	0.4	0.0
Evening	52.6	46.3	0.6	0.5

*An Atlanta Station
C. E. HOOPER, Inc, Report

WGAC
BLUE AND MUTUAL NETWORKS
AUGUSTA
GEORGIA
J. B. FUQUA, Gen'l Mgr.

HEADLEY-REED COMPANY
National Representatives

Another Big Timer Joins WSYR's Galaxy of Stars . . .

"*Happy Jim*"

PARSONS

(IRVING KAUFMAN)

THE NEW TIMEKEEPER

SOME OF HIS PAST ROLES

- ★ "Happy Jim Parsons" on NBC and Mutual
- ★ 4½ years as "Lazy Dan" over Columbia
- ★ "Salty Sam the Sailor" over Columbia
- ★ Featured in the "Champion Spark Plug" program over NBC with Gus Haenschen's Orchestra for 4 years
- ★ Starred on the RCA Hour over NBC for 2½ years
- ★ Featured for over 2 years with the "Passing Show"
- ★ Conducted the CBS Community Sing program

● When popular Irving Kaufman, veteran network and stage star, left New York City to become WSYR's TimeKeeper recently, he joined a crack crew that's definitely big time. For in addition to NBC shows, WSYR builds and sustains listening interest with a sparkling array of staff talent.

For you, Mr. Advertiser, this means a large audience regardless of the time your product's name goes out over WSYR.

They Make WSYR Gleam

Don Lyon—announcer. Winner, eastern zone, H. B. Davis Memorial Award

Vadeboncoeur. Authoritative news commentator

H. R. Ekins. News Analyst—author, lecturer, famed foreign correspondent

Bill Rothrum. Ace sports announcer

Dick Moore. New singing discovery

Rollie Furman—narrator and announcer

Murray Bernthal. Conductor and violinist

Wally & Jane. Central N.Y.'s most popular woman's program

WSYR

SYRACUSE, N. Y.

Basic NBC Red

H. C. Wilder, Pres.

5000 WATTS at 570 Kc.

REPRESENTED BY RAYMER

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for SEPTEMBER & OCTOBER, 1943

Month after Month- THE RECORD STANDS

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	13.5	29.9	31.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	31.4	34.2	19.8	13.2
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	A	WGRB	B	C
	39.9	13.6	37.0	8.1

WGRC Mutual

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION =57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

Merry Christmas

and a

Happy New Year

to all of our friends

From the staff of

COMMERCIAL RADIO EQUIPMENT CO.

Everett Dillard, Gen. Mgr.

O. D. CHEMICAL Corp., New York, has named the Al Paul Lefton Co., New York, as agency for Deodorizer. Plans for radio are said to be included.

SECURITY Trust & Savings Banks of San Diego, new to radio, has signed for 52 weeks sponsorship of the *Security Hour* over KGB San Diego. Half-hour program which is heard Sunday evenings has a spot for dramatising news items of 50 years ago and sends flowers and plays tintype songs for golden wedding couples and pioneer firms.

THE MAY Co., Denver, after a one month trial of their early morning *The May Co. Presents*, has signed a renewal contract for 52 weeks sponsorship of the show heard Monday through Saturday on KOA Denver.

METROPOLITAN Federal Savings & Loan Assn., Los Angeles, in a revision and expansion of schedule, on Dec. 12 started sponsoring 20 minutes of news daily on KMPC Beverly Hills. Firm also sponsors a weekly 60-minute recorded program, *Metropolitan-Federal Music Hour*, on KMPC. Agency is Elwood J. Robinson Adv., Los Angeles.

AL SPERLING Beauty Products Co., Los Angeles (Helene Curtis cosmetics), new to radio, on Dec. 6 started sponsoring a daily five-minute newscast on KECA. Contract is for 13 weeks. Agency is Adolphe Wenland Adv., Los Angeles.

CALIENTE JOCKEY CLUB, Baja California, Mex., to promote week-end tourist interest in Mexico and Sunday horse-racing, is using a total of 52 spot announcements per week on KRKD Los Angeles and KFOX Long Beach. Agency is Barnes Chase Co., Los Angeles.

RYAN AERONAUTICAL Co., San Diego, Cal. (institutional and help wanted) in a revision of schedule on Dec. 7 started sponsoring two half-hour programs of recorded music per week as well as a weekly quarter-hour commentary on KGB San Diego. Contracts are for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

J. L. AUERBACH Co., Los Angeles (realtor), in a 30-day test which started Dec. 8, is sponsoring a five-weekly quarter-hour sales and rental listing program on KFWB. Coast West Adv., Los Angeles, has the account.

CANADA BREAD Co., Toronto (national chain bakers), has started a transcribed program thrice-weekly on 8 Canadian stations. Account was placed by James Fisher Co., Toronto.

LANG BROS. SPECIALTY Co., Toronto (Chimney Sweep soot destroyer) has started flash announcement campaign on Toronto and Montreal stations. Account was placed by A. J. Denne & Co., Toronto.

JOHN STUART SALES, Toronto (Dunhill cigarettes), has extended the transcribed *Dunhill Cigarette Mysteries* to Western Canada stations. Account is placed by Harry E. Foster Agencies, Toronto.

ATLAS PRAGER BREWING Co., Chicago, on Dec. 12 began sponsorship of a weekly transcribed quarter-hour program, *Manhunt*, on WBBM Chicago. Contract is for 26 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

MILK FOUNDATION Inc., Chicago, on Dec. 13 began sponsorship of a weekly series of quarter-hour broadcasts entitled *Fighting Man, USA*, on WENR Chicago. Contract is for 13 weeks. Agency is McCann-Erickson, Chicago.

RAYMOND LOEWY, industrial designer, has been retained by Emerson Radio & Phonograph Corp., New York, to design cases for post-war radio sets.

KATZ AGENCY HOLDS PLANNING SESSIONS

WARTIME problems and post-war planning were the major considerations of a series of sales conferences held by The Katz Agency, station representative organization, in the company's New York headquarters Dec. 6-10. G. R. Katz, president, and G. W. Brett, vice-president in charge of sales, conducted the meetings, which also touched on all branches of the company's operations.

L. E. Jackson of the Chicago office, and S. R. Rintoul and M. F. Beck of New York, led discussions on television, FM and other potential postwar developments. Sound films on these subjects, furnished by General Electric Co., were shown and the group visited the studios of W2XWV, Du Mont television station. The work of the company's research and promotion department, directed by D. H. Denenholz, was reviewed and plans for expansion in 1944 discussed. Spot broadcasting activities throughout the country were also reviewed.

Attending the meetings were: Gerald Gunst, Sidney Katz, Lowell Jackson, Stanley Reulman, D. H. Decker, Chicago; Ralph Bateman, Detroit; Gordon Gray, Kansas City; Fred Bell, Atlanta; Frank Brimm, Dallas; Tom Ray, Los Angeles; R. S. Railton, San Francisco; G. R. Katz, G. W. Brett, M. J. Beck, A. Doris, M. J. Flynn, S. R. Rintoul, M. S. Kellner, J. T. Ott, Martin Beck, D. H. Denenholz, H. R. Goldberg, Warren Morton, W. S. Wright, H. J. Grenthot, New York.

Maj. Thompson Named

MAJOR LESLIE E. THOMPSON, vice-president of RKO Radio Pictures, has been named to head the stage, screen and radio section of the commerce and industry division of the Fourth War Loan Drive, it was announced last week at a luncheon for the War Finance Committee for New York State. Major Thompson's division is one of the 13 industrial groups of the division, organized as a liasion group between business and the War Finance Committee to promote the sales of war bonds, with special emphasis on executive and employe subscriptions. Bruce Barton, president of BBDO, was named chairman of the advertising, graphic and visual arts section.

First on New York's Dial...570

Wmca

America's Leading Independent Station

★ BUY MORE WAR BONDS ★

RCA FIRSTS

VELOCITY MICROPHONE

THE velocity microphone is the only type of microphone which has an inherently uniform response over the entire audio range.

With this microphone the undesirable resonance inherent in the stiff iaphragm is eliminated.

Because the velocity microphone has the same frequency response to ounds coming from different positions around the "mike," it facilitates lacing of artists and musical instruments in a crowded studio.

At the same time it provides a means of effectively suppressing ex-raneous sounds.

Furthermore, it is rugged—withstands hard usage—is easily repaired and is impervious to changes in atmospheric temperature, pressure and humidity.

For these reasons the velocity-type microphone, *originated by RCA*, has replaced nearly all other types for high-fidelity use.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

RCA

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAPI Birmingham

American Bakeries, Birmingham (Merita bread & cake), 6 *sp* weekly, 52 weeks, thru Tucker Wayne Co., Atlanta.

Chattanooga Medicine Co., Chattanooga (Zyrone & Black Draught), 3 *sp* weekly, 13 weeks, thru Nelson Chesman Co., Chattanooga.

Bond Stores, New York (clothing), 12 *ne* weekly, 39 weeks, thru Neff-Rogow, New York.

Consolidated Drug Trade Products, Chicago (Kolor Bak & Peruna), 24 *sp* weekly, 26 weeks, thru Benson & Dall, Chicago.

Dr. L. D. Legear Medicine Co., St. Louis (livestock & poultry remedies), 2 *sp* weekly, 26 weeks, thru Simmonds & Simmonds, Chicago.

Morgan Jones Co., Elgin (Federal Life & Casualty Co. of Detroit, insurance), 5 *sp* weekly, 52 weeks, thru J. L. Stewart Agency, Chicago.

Noxzema Chemical Co., Baltimore (Noxzema), 2 *sp* weekly, 39 weeks, thru Ruthrauff & Ryan, New York.

Seeck & Kade, New York (Pertussin cough remedy), 3 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., New York.

Lydia E. Pinkham Medicine Co., Lynn (vegetable compound), 5 *sp* weekly, 26 weeks, thru Erwin, Wasey & Co., New York.

The Hubinger Co., Keokuk (Quick elastic starch), 6 *sp* weekly, 13 weeks, thru Ralph Moore Inc., St. Louis.

P. Duff & Sons, Pittsburgh (Duff's mixes), *sa* thru W. Earl Bothwell Adv. Agency, Pittsburgh.

KMO Tacoma, Wash.

Baxter's Shoe Stores, Tacoma (shoe chain), daily *sp*, direct.

Sears Roebuck & Co., Tacoma (retail chain), 5 *ne* weekly, 13 weeks, direct.

Chamberlain's Sales Corp., Des Moines, Ia. (hand lotion), 6 *sa* weekly, 8 weeks, thru Cary-Ainsworth, Des Moines.

KPAS Pasadena, Cal.

Southern Pacific Co., San Francisco (rail transportation), 15 *ta*, thru Foote, Cone & Belding, San Francisco.

KDKA Pittsburgh

Duquesne Brewing Co., Pittsburgh, 6 *ne* weekly, 26 weeks, thru Walker & Downing, Pittsburgh.

Brown & Williamson Tobacco Corp., Louisville (Bugler tobacco), 3 *sa* weekly, 39 weeks, thru Russel M. Seeds Co., Chicago.

Duquesne Light Co., Pittsburgh (electric power), *sp* weekly, 39 weeks, direct.

Pan American Coffee Bureau, New York (coffee promotion), 5 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.

North American Accident Ins. Co., Newark (insurance), *sp* weekly, 13 weeks, thru Franklin Bruck Adv., New York.

Carleton & Hovey, Boston (Father Johns Medicine), 3 *sa* weekly, 26 weeks, thru John W. Queen, Boston.

Associated Labs. (Blondex), 2 *sa* weekly, 13 weeks, thru Grady & Wagner Co., New York.

KECA Los Angeles

Ben Hur Products, Los Angeles, 9 *sa* thru Barton A. Stebbins Adv., Los Angeles.

Chamberlain Sales Corp., Des Moines, Ia. (lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.

Allstate Insurance Co., Chicago (insurance), 5 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.

Omega Shoe Polish Co., Los Angeles (shoe polish), weekly *sa*, 52 weeks, thru J. H. Riordan Inc., Los Angeles.

WENR Chicago

Chicago Sun, 6 *sa* weekly, thru Leo Burnett Co., Chicago.

Leaf Gum Co., Chicago, 3 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

Wilcox-Gay Corp., Charlotte, Mich., 2 *ta* weekly, 13 weeks, thru Blakslee Adv., Lansing.

Commonwealth Edison Co., Chicago, 3 *sa* weekly, thru Foote, Cone & Belding, Chicago.

KFI Los Angeles

Helms, Bakeries, Los Angeles (bakery products), 3 *ta*, 6 *sa* weekly, thru Dana Jones Co., Los Angeles.

Maryland Pharmaceutical Co., Baltimore, 2 *ta* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.

Sears Roebuck & Co., Los Angeles (department store), 2 *sa*, 6 *ta* weekly, thru The Mayers Co., Los Angeles.

WMAQ Chicago

Andes Candies, Chicago (candy shops), 7 *sa* weekly, thru Dade B. Epstein Adv., Chicago.

Fitzpatrick Bros., Chicago (Kitchen Kleanser), 7 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

KQW San Francisco

Grove Labs., St. Louis (3-way cold tablets), 2 *ne* weekly, 13 weeks, thru Donahue & Coe, N. Y.

Loma Linda Food Co., San Francisco (Ruskets), 1 *sa* weekly, 13 weeks, thru Gerth-Pacific Adv. Agency, San Francisco.

Curtis Publishing Co., Chicago, 10 *ta* weekly, 26 weeks, thru MacFarland, Aveyard & Co., Chicago.

Miles Labs., Chicago (Nervine), 5 ta weekly, 52 weeks, thru Wade Adv. Agency, Chicago.

Durkee Famous Foods, San Francisco (Troco), 7 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland, Cal.

Colgate-Palmolive-Peet Co., San Francisco (Peet soap), 2 *sa* weekly, 39 weeks, thru Leon Livingston Adv. Agency, San Francisco.

Citizens Federal Savings & Loan Assn., San Francisco (loans), 1 *sa* weekly, 13 weeks, thru Long Adv. Agency, San Francisco.

Johnson & Johnson, New Brunswick, N. J. (Band-aid), 3 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.

Leslie Salt Co., San Francisco, 5 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.

KYW Philadelphia

The Hubinger Co., Keokuk, Ia. (Quick Elastic Starch), *sa* weekly, 13 weeks, thru Ralph Moore, St. Louis.

Republic Pictures Corp., New York ("In Old Oklahoma"), 2 *sa*, 15 *ta*, thru Donahue & Coe, N. Y.

Keystone Macaroni Co., Lebanon, Pa. (San Giorgia Macaroni), 2 *sa* weekly, 13 weeks, thru James G. Lamb, Philadelphia.

Radbill Oil Co., Philadelphia (Renuzit Cleaner), 6 *sa* weekly, 13 weeks, thru Harry Feigenbaum, Philadelphia.

The Arrow Store, Philadelphia (men's clothing), 2 *sa* weekly, 13 weeks, thru Harry Feigenbaum, Philadelphia.

WOL Washington

Adam Hats, New York, *sa*, thru Badger, Browning & Hersey, New York.

Capitol Towel Service, Washington, *sa*, direct.

Coronet Magazine, Chicago, *sp* weekly, direct.

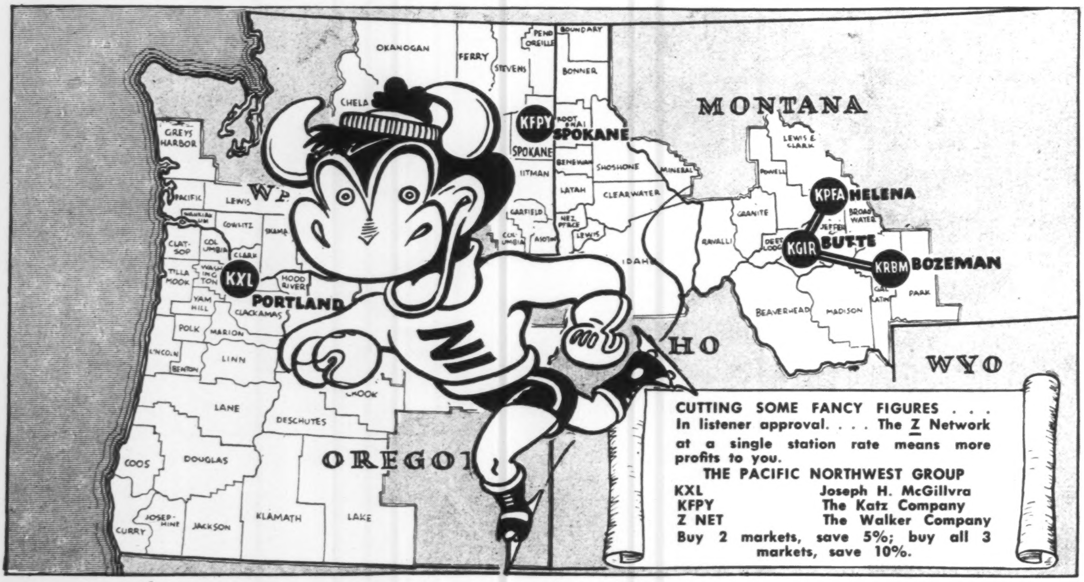
Campana Sales Co., Batavia, Ill., *sp* weekly, direct.

Grove Labs., St. Louis, *ne* weekly, direct.

Metro-Goldwyn-Mayer, New York, 5 *ne* weekly, direct.

RKO Theaters, Washington, *sa*, direct.

The Mayer Furniture Co., Washington, *sa*, thru Kal Agency, Washington.



CUTTING SOME FANCY FIGURES . . . In listener approval. . . . The Z Network at a single station rate means more profits to you.

THE PACIFIC NORTHWEST GROUP

KXL — Joseph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

KODY for Cody

SPIRIT of Buffalo Bill Cody will haunt Nebraska plains again when WOW Inc., licensee of WOW Omaha, takes over the operation of KGNF North Platte. Permission has been granted by the FCC to the WOW interest to call the new outlet KODY, in honor of the famed wild West character. Transmitter of KODY is located on the site of the original ranch home of Col. Wm. F. Cody. John J. Gillin Jr., WOW president, and his associates, take over KODY on Dec. 11. Station will open as an NBC affiliate, operating on 1240 kc, 18 hours per day, 7 days per week, with UP news service. KGNF operated daytime on 1460 kc.

Sales of Independents Increase Over Chains

CHAIN STORE sales for 1943 will total 14.6 billion dollars, a gain of about 3.5% over volume sales of 1942, as compared to an increase of 13% from 1941 to 1942, the Dept. of Commerce disclosed last Wednesday. Independent stores, with a total estimated sales of 48.3 billion dollars, will show a 10.5% increase over 1942, compared with a gain of only 1% in 1942 over the previous year.

Sales of food chain outlets are expected to drop 1% under 1942, whereas independent food stores will show an increase of almost 13% over last year. Sales of general merchandise chains, which showed a 10% gain in 1942 over 1941, will increase less than 4% in 1943 over 1942, while sales of independents promise to be 15% above last year's volume, the report concluded.

Hooper Coast Data

EVENING program ratings average in the Hooper "Pacific" report for November show an increase of 9½% over October, 10.1 to 9.2, and the same level as a year ago. Daytime ratings show no change. A new feature gives the number of men, women and children, and total listening to the radio (per 100 listening homes) by hours for each individual evening, for Sunday afternoon and for Monday through Friday daytime.

Bob Hope leads the list of "Top 10" Pacific programs, followed by Red Skelton, Fibber McGee & Molly, The Aldrich Family, Frank Morgan-Fanny Brice, The Great Gildersleeve, Charlie McCarthy, Lux Radio Theatre, Kay Kyser, and Ellery Queen.

OWI Seeks Engineers

OWI is still searching for transmitter and studio engineers and international Morse code operators for service in the European Theatre of Operations, James O. Weldon, chief of the Bureau of Communications Facilities, Overseas Branch, asserted Friday. Applicants should communicate with the personnel division, Overseas Branch, OWI, 224 W. 57th street, New York.

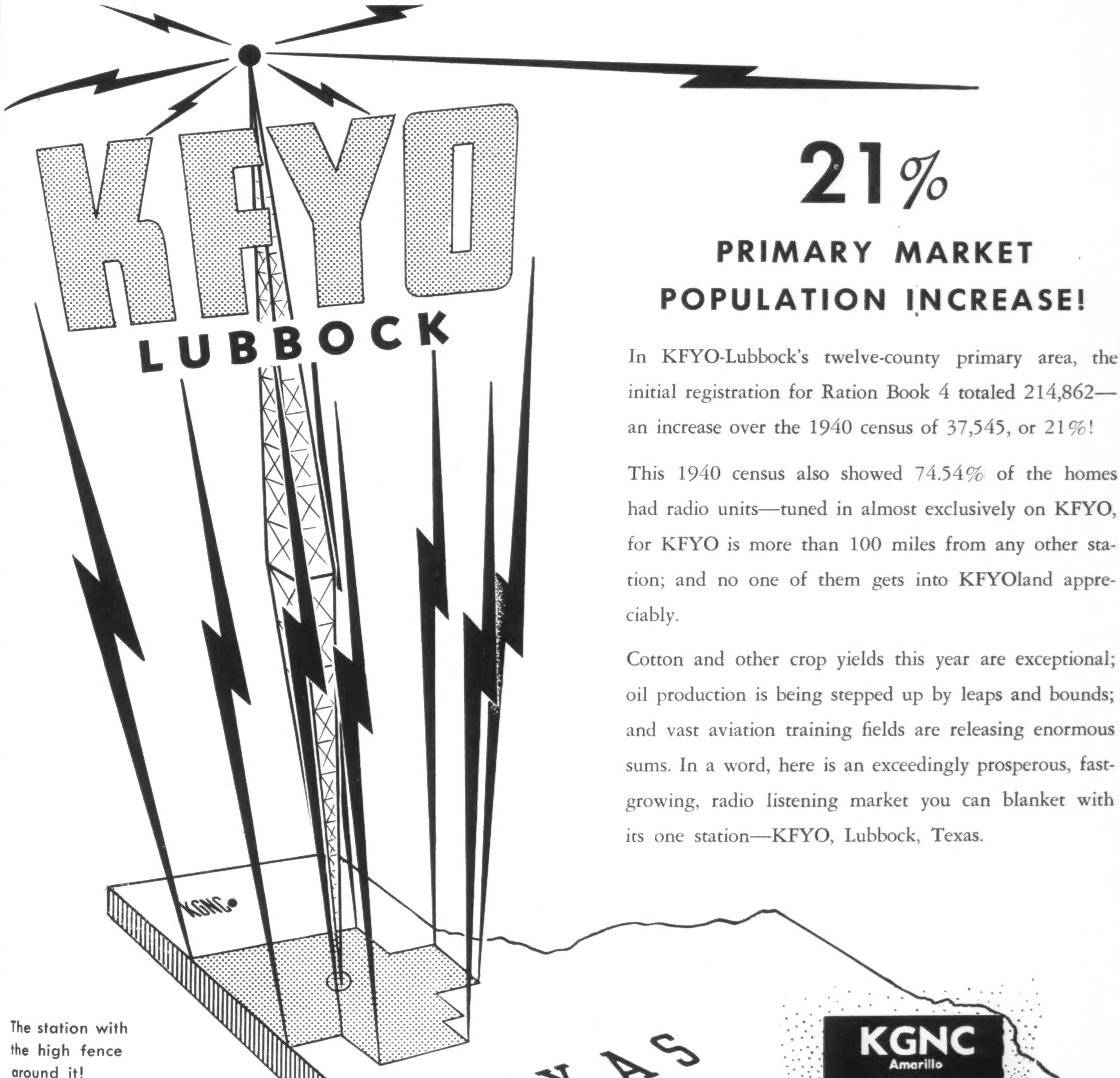
21%

PRIMARY MARKET POPULATION INCREASE!

In KFYO-Lubbock's twelve-county primary area, the initial registration for Ration Book 4 totaled 214,862—an increase over the 1940 census of 37,545, or 21%!

This 1940 census also showed 74.54% of the homes had radio units—tuned in almost exclusively on KFYO, for KFYO is more than 100 miles from any other station; and no one of them gets into KFYOland appreciably.

Cotton and other crop yields this year are exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station—KFYO, Lubbock, Texas.


KFYO
LUBBOCK
KGNC
TEXAS
KTSA
KRGV
KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco
One of the Taylor-Howe-Snowden Group

The station with the high fence around it!

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

XUM

Broader FCC Penal Powers Urged by Fly at Senate Probe

Fine of $500 per Day for Violation Proposed; Approval of Transfers Over 20% Urged

INFINITELY broader powers for the FCC on penalizing stations for infractions of the law or radio regulations, whereby it would be authorized to impose fines of a maximum of $500 per day in cases where the absence does not warrant revocation of license was proposed to the Senate Interstate Commerce Committee last Thursday by FCC Chairman James Lawrence Fly.

The proposed amendment was one of two submitted in writing to the committee on the closing day of the hearing. A sheaf of recommended changes, not directly in the form of draft amendments was also proposed by Chairman Fly in a 30-page document containing a section by section analysis of the White-Wheeler Bill (S-814). This draft, however, was not read but was placed on the record. Many of the suggested changes had been covered by Chairman Fly in previous testimony.

Stock Transfers

The second proposed amendment offered by Chairman Fly in draft form would require FCC approval of transfers of stock in stations when 20% or more is involved. The present law requires FCC approval only where control is involved.

Chairman Fly proposed orally that Congress consider writing into the law a requirement that stations devote a "fixed percentage" or blocks of time to sustaining programs in the public service, educational or related fields. This developed after Mr. Fly repeatedly had disclaimed any effort by the FCC to regulate programs.

The texts of the suggested amendments submitted in draft form are:

Amend Section 310(b) of said Tit'e III by deleting said paragraph and substituting the following:

"(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, nor may stock or other participation in the ownership of any corporation holding a license, whether or not such transfer constitutes a transfer of control, be transferred to any person, if as a result of the transfer the transferee will hold 20 percent or more of the stock or other participation in ownership, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

Amend Section 312 of said Title III by relettering the present paragraph (b) as paragraph (c) and by inserting the following:

"(b) In any case where the Commission pursuant to subsection (a) hereof is authorized to revoke a license, the Commission may in lieu of revocation after notice and hearing as prescribed by Section 312(a), order the licensee to forfeit to the United States the sum of $500 for each and every day during which the Commission finds that each and every offense set forth in the notice of hearing occurs, or such lesser sum as the Commission may find appropriate in light of all the facts and circumstances of the particular case. Any forfeiture ordered by the Commission under the provisions of this subsection shall be paid by such licensee to the Treasury of the United States within 30 days after the order of the Commission becomes final, and if not so paid, the license shall be deemed revoked and shall be surrendered forthwith by the licensee, unless within said 30 days the licensee shall file a suit in accordance with the provisions of Section 402(a) hereof to enjoin, set aside, annul or suspend the order of the Commission assessing the forfeiture. If the order of the Commission is sustained, the forfeiture as ordered by the Commission shall, together with interest thereon, be paid into the Treasury of the United States within 30 days after the order of the court becomes final."

Divisions Opposed

In the detailed section by section analysis of the bill, Mr. Fly opposed the provision to compel the Commission to split up into separate divisions of three men each, declaring this would be a long step backward. Moreover, he said, it would compel the Commission to adopt a system which was tried for three years and found unsatisfactory.

Mr. Fly opposed Section 4 of the White-Wheeler Bill, providing that the Commission may grant license renewals and modifications only upon written application as one that would slow up procedure. He said that in any business activity there is a tendency on the part of those already entrenched "to seek to bar newcomers".

Chairman Fly opposed Section 6 of the pending bill providing that the same procedure should govern applications for assignment of licenses on transfer of control as is provided for other applications.

He was opposed also to Section 7 of the bill as drafted dealing with censorship of material broadcast and designed to relieve stations of liability for libel or slander except as to statements made by the licensee or in his behalf. The proposed provision would require equal opportunities for all sides on discussion of controversial issues, and would specify that rates charged for use of any station shall not exceed the "regular rates" charged for sponsors furnishing regular programs. It would carry an express provision against censorship of the broadcast material.

Radio Did It!

SIX announcements on WAIR and WSJS Winston-Salem, N. C., drew a crowd of 7,000 and resulted in police banning the sale of shotgun and rifle cartridges at the Brown-Rogers-Dixon Co. in the "public interest". Three announcements of the sale of ammunition to begin Dec. 9 were made on each of the Brown-Rogers-Dixon *Santa Claus* programs on the two stations. The crowd began gathering at midnight and when the store opened at 9:30 a.m. the line extended for blocks. At 10:30, when police were unable to keep the would-be purchasers, now numbering about 7,000, in line, Police Capt. C. M. Stutts ordered the sale stopped in the interest of public safety.

PARTICIPATING in first Navy *Warcasts* program in Cincinnati, transmitting war news direct to plants on Navy contracts, are (l to r): Comdr. G. H. Bowman, Navy Inspector; Lt. K. I. Taylor, Navy Industrial Incentive Division; and Mortimer C. Watters, general manager of WCPO and executive vice-president of Scripps-Howard radio. Service is offered free to the Navy by WCPO, which pipes programs to plants, whose only expense is installation and maintenance of telephone line. First war plant in city to take program was Cincinnati Planer Co.

The Commission opposed the new Section 8, which would incorporate the substance of the Supreme Court decision in the Sanders Bros. case and prevent the Commission from exercising control over programs or business practices. The Commission contended that the explicit prohibition against censorship is "entirely adequate for that purpose".

Sponsorship Section

Section 9, which would require full disclosures of sponsorship of programs, was favored by the Commission, with the responsibility on the originating station. This provision would specify that a station require disclosure in writing of the names of the persons or organizations upon whose instance a political or public question may be broadcast.

Section 10, prescribing that the right of reply shall be given any person designated by an accredited representative of the opposite political party, was held desirable by the Commission. It suggested, however, that the President should not be exempted from the operation of this section when he is addressing the country on political matters. This coincided with Chairman Wheeler's views.

The Commission favored Section 11 specifying that no licensee shall censor or control the political or partisan trend of any material broadcast, but proposed that the language be revised to make it conform with the proposed new section 7 absolving stations of liability for libel and slander.

Section 12, which would change appellate procedure was opposed in part and favored in part. The Commission had no objection to certain types of court reviews proposed. That portion, however, which would give the courts power to grant temporary relief by stay order was opposed because it would empower the court to order the Commission to issue a temporary license to a person whose application the Commission had denied.

Declaratory Rulings

Similarly, as to Section 13 dealing with procedural provisions, the FCC opposed some of the changes but supported others. The suggested requirement that the filing of a protest automatically bring about a hearing presents "a grave danger" the Commission said.

Section 15, dealing with declaratory rulings by the Commission was both opposed and supported. The Commission favored two provisions authorizing "permissive" declaratory rulings but opposed the provision on mandatory declaratory rulings. It contended that the latter provision would give existing licensees the power to delay for lengthy periods any action by the Commission to revoke or to refuse to renew a license. President Neville Miller of the NAB had urged the declaratory provision.

Section 16, which would ban imposition of sanctions or penalties by the Commission was opposed on the ground that it was either superfluous or may result in hamstringing the Commission. The Commission may desire to refuse a license to a person because he is engaged in operating a gambling house or some other kind of business. Section 16, the Commission said, could very well be used as the basis for an argument and that since no specific provision is made in the Communications Act providing for a denial on that basis, the Commission's action in denying the license on that ground would be improper.

Health Programs in 11th Year

HEALTH PROGRAMS, under the auspices of the American Medical Assn. in cooperation with NBC will begin their eleventh consecutive year on the network, Jan. 8 when the *Doctors at War* series goes into its second 52 weeks. The programs, initiated by Dr. W. W. Bauer, now director, bureau of health education of the American Health Assn. have covered a wide field of medical subjects, including: seasonal medical emergencies, public and individual health measures, health in the schools, doctors at work, and the present timely series on doctors at war. They are an NBC public service feature.

TWO-REEL news short, titled "Behind Jap Barbed Wire", recounts the experiences of Mutual's, Royal Arch Gunnison, who returned on the *Gripsholm* Dec. 1 from internment by the Japanese.

At Yuletide
Proudly and Gratefully
Radio Salutes Its
Fighting Thousands
BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising
'TIL THEY GET BACK—BUY WAR BONDS
U.S. ARMY, NAVY and
COAST GUARD PHOTOGRAPHS

XUM

All-Night Listening Up

ALL-NIGHT listening in New York shows an increase of 68% this November over 1941 and 1942 according to a recent Crossley survey conducted for WOR New York. WOR reports that while 4% answered "yes," in the two previous years to the question "Were you or any member of your family up and available to listen to the radio between 2 and 6 a.m.?", in November, 1943. 6.7% answered in the affirmative.

Fly Urges Stiff Penal Provisions

(Continued from page 10)

committee didn't want to go into great detail on international communications, but since Press Wireless had made an issue of having been refused a license to operate in Algiers, the FCC chieftain read a 19-page statement and devoted most of the morning session to the subject.

He advocated a merger of international communications; told the committee that he understood it was "going to deal with that fully at an early date," but with reference to issuing but one license in each theatre of operations, Mr. Fly said: "That action is not mine. It's the military policy. There were two major considerations, lack of critical materials and more than one company in a theatre could serve no useful purpose. I might say there was a third reason and that was the problem of leasing circuits."

His statement answered in detail all the alleged discrepancies enumerated by Joseph Pierson, president and general manager of Press Wireless, when Mr. Pierson appeared a few weeks ago before the committee. Under questioning by Senator Brooks, who wanted to know if Press Wireless were in position "now to handle all communications" in war theatres, Mr. Fly declared:

"Press Wireless came in and talked to me about it some months ago. They never had been authorized to go into general commercial business. I suggested that if they were equipped to go into general commercial business, we have a little hearing, but apparently Press Wireless went on the outside and stirred up a lot of trouble."

Senator Brooks said he understood from Mr. Pierson's testimony that hearings had been held but that the Commission hadn't given a decision. That was confirmed by FCC Chief Engineer E. K. Jett, a spectator. Mr. Fly remarked: "I didn't know we had hearings."

Fears Army and U. S. Depts. May Want Frequencies

Senator Wheeler asked if the Army and Navy plan to keep their stations after the war.

"You touched on an awfully significant question, Senator," replied Mr. Fly. "They are using a lot more frequencies now, that they didn't have during peace. There's always a problem of getting anything away from someone, once they get it." Senator Wheeler remarked that he didn't blame the commercial companies for protesting against giving up their frequencies to the Army and Navy, as Mr. Pierson had testified and which was corroborated by Mr. Fly. Speaking on Government departments operating stations, the FCC chairman said:

"That's a pretty serious question. I'm fearful there will be broad needs asserted by various departments of Government.

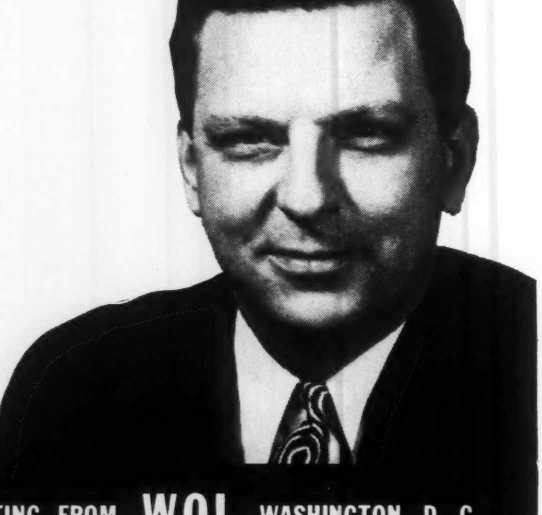
"There has been some talk that the Interdepartment Radio Advisory Committee should be given the same status as the Commission," said Senator Wheeler. "Frankly I've been under the idea that it would be better for the Commission to say who shall have these frequencies, not a lot of Government departments. If we're going to let these departments get together and choose what they want, we don't know what will happen." Senator Reed agreed it was a "serious question" and Senator White interposed that "you're opening up a very controversial question that became apparent when we wrote the 1927 act."

Under the present law the President is authorized to grant Government frequencies, while the FCC handles those for private uses, but Mr. Fly told the committee that "the President has never assigned a single frequency." He added that "in all practical effect" the IRAC assigns frequencies. Commissioner T. A. M. Craven had urged the

FCC Rule Hit

SUPPORTING Niles Trammell, NBC president who charged that the FCC, through its television ownership restrictions will hamper the development of video, Norman D. Waters, president of the American Television Society, New York, has wired Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee that the FCC regulation "is a great handicap to television development in this country". The three-station limit imposed on networks by FCC "will become an obstacle of immense proportions" Mr. Waters told the chairman.

TO ALL HIS
FRIENDS
FULTON LEWIS, Jr.
WISHES
*A Merry Christmas
and a
Victorious New Year*



ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

FIRST . . .

Hallicrafters has the honor of being the 1st exclusive radio manufacturer to receive the Army-Navy Production Award for the 3rd time!

BUY MORE BONDS!

hallicrafters

The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment

committee to authorize IRAC by legislation to give it "legal status". He expressed the view that the FCC should not govern allocation of frequencies for Government.

Chairman Fly predicted "confusion" after the war unless "unification of our own international communications" is effected. He pictured the Army and Navy giving present frequencies to the commercial organizations and told the committee he had worked hard for a unified carrier. He said: "I think we ought to do everything we can to arrive at a complete plan. That will be taken up in due course." Senator White said the committee had been authorized by the Senate to make a study of international communications.

"When these hearings are concluded and this legislation is out of the way," said Chairman Wheeler, "We expect to take that matter up shortly after the first of the year."

Calls 'Composition' Complaint Battle Cry of Monopoly

Mr. Fly then took up a discussion of the Supreme Court decision of May 10, which vested in the Commission supervision over "the composition" of traffic.

"At the outset," said the Commission chairman, reading from another prepared statement, "I want to address myself to five words which have been ripped from their context and adopted as the battle cry of the two big networks and the NAB in their war on the Commission's anti-monopoly regulations. These five words are 'the composition of that traffic'.

Break for WCBS

SINGING station breaks are in order at WCBS Springfield, Ill. Roger Patrick, chief announcer and news editor, wrote the original music and different sets of lyrics for institutional and program plugs, the Tritones trio singing the transcribed ditties. Example:

For any program that's a nifty, tune your dial to fourteen-fifty; for news, comedy, and musical joy, it's WCBS Springfield, Illinois!

"When, on May 10 this year, the Supreme Court upheld the Commission's chain broadcasting regulations, the big networks were much concerned. This was not surprising because on that date the monopolistic shackles which RCA and CBS had imposed upon the radio broadcast industry were finally broken. Now that the highest court had spoken there was no way that they could hope to recapture the monopoly they had previously enjoyed unless they could prevail upon Congress to amend the law."

Chairman Fly quoted from June 3 BROADCASTING, which carried a story about the NAB board meeting called to consider the proposed legislation. He quoted from a resolution adopted and asserted that newspapers published editorials, "all making reference to 'the composition of that traffic'." He quoted from a letter signed by Neville Miller, NAB president and published in the *Washington Post*, which pointed out that the Supreme Court decision gave to the Commission "supreme authority" over programs.

Wheeler Says 'Composition' Interpretation is 'Absurd'

Senator Wheeler interrupted to remark: "It's perfectly absurd to me to put that construction on the law. Certainly the Commission could not construe in that language that the Supreme Court gave it the express right, in face of the law, to regulate programs." Mr. Fly, continuing his prepared statement, quoted from Section 326 of the present law which prohibits the Commission from interfering with "the right of free speech" over radio.

Mr. Fly contended that because the Supreme Court did not use the words "program control or programs or anything comparable to either" that the Commission was not authorized to exercise jurisdiction over programs, as the broadcast industry has contended. He had placed in the hands of committee members copies of the Supreme Court decision and interpreted it, according to his views, section by section.

Mr. Fly quoted that portion of the decision involving the "composition of that traffic" reading as follows:

> The Act itself established that the Commission's powers are not limited to the engineering and technical aspects of regulation of radio communication. Yet we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the Commission.

When Mr. Fly read the sentence regarding the traffic officer comparison, Senator Wheeler interrupted with: "That's exactly what the President of NBC said he wants to have done. I think the NAB tried to mislead this committee. When speaking of a traffic officer he (Justice Frankfurter) is speaking of . . ."

RADIO AIDS PRESS

Salt Lake Dailies Broadcast News During Strike

RADIO again has gone to the aid of newspapers. When Salt Lake Typographical Union No. 11 struck against Utah's two largest dailies, the *Salt Lake Tribune* and *Salt Lake Telegram*, the newspapers took time on KDYL KUTA KSL Salt Lake City and KSEI Pocatello, Ida., to present the *Tribune-Telegram Newspapers of the Air*.

"Facilities of the four radio stations were used to keep residents posted on affairs of the city, state and world," said an announcement by the newspapers. During the 11-day strike, which ended Dec. 6 when the typo union agreed to return to work while arbitrating demands for higher wages, Salt Lake City got its news by radio and through the afternoon *Deseret News*, a competitive daily.

In addition to air time the two affected publications issued window bulletins and typewritten four-page sheets of condensed news, but depended mainly on radio as its news outlet.

Chairman Fly finished the Senator's statement for him. He interposed: "Electrical traffic officer." The chairman halted in his statement several times to emphasize that the Supreme Court intended that the FCC serves in a capacity similar to a traffic policeman—that is, "we're supposed to direct that traffic and keep it moving, not decide who shall ride in the automobiles".

"I would think those words could be given another interpretation," said Senator McFarland.

"Senator, if you'll let me finish this I'll bring that up later," remarked Mr. Fly, and again he told the committee that the decision "goes to great length in comparing the Commission with traffic cops."

Says Law Was 'Left Just Where it Has Always Been'

Senator McFarland interrupted again, however, to ask if Mr. Fly interpreted the "composition of traffic" as stations or individuals. "You've got to choose the applicants that go on the air," said Mr. Fly. He returned to his written statement, drawing the conclusion

$16,000,000.00

SHOULD GO A LONG WAY

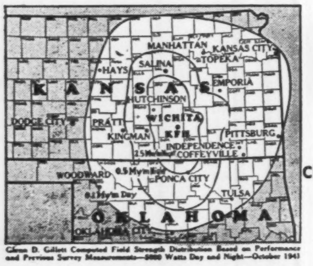
BUT . . . IN WICHITA KANSAS

MORE THAN SIXTEEN MILLIONS IN RETAIL SALES ARE CONCENTRATED

It's easy to see why Wichita, first in the Booming Southwest, second in the U. S., is your number one radio market.

KFH, that selling station in Wichita, 5000 watts full time, can do your sales job in this rich market. Remember, too, that Wichita wartime industries are peacetime industries—you buy both the present and the future with KFH.

That Selling Station In Kansas' Biggest, Richest Market



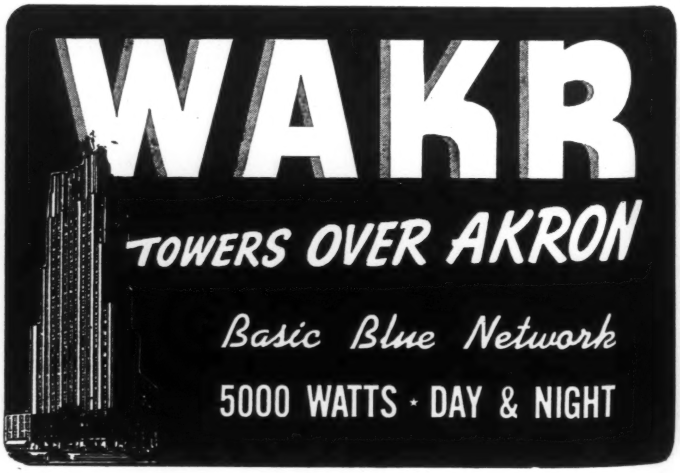
Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

KFH

WICHITA, KANSAS

CBS—5000 Watts Day and Night

See any Edward Petry Office



WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

that "the Supreme Court did nothing more than decide the issue before it—the validity of the anti-monopoly regulations. The law with respect to the Commission's power, or rather lack of power," he continued, "was left just where it has always been. Under Section 326 of the Act the Commission is specifically denied the power to tell a radio station what it shall or shall not broadcast. . . . Certainly it cannot be said that this power has been abused".

"I don't see how you can come to any other conclusion," said Chairman Wheeler. "I never felt from the first that the Supreme Court had anything in mind except these radio stations themselves. I don't see how the high-class lawyers who represent radio—and they're intelligent men—can come to any other conclusion."

"Are you interpreting that the Commission cannot take into consideration types of programs?", asked Senator McFarland.

"I say you can't regulate program content," was the committee chairman's reply. "There have been times in the past when the Commission regulated—considered program types, but not content.

"What is the Commission's position in regard to when an application is made, whether a station will put on good programs," Senator McFarland inquired.

"Over a long period of time, we do review program conduct as a whole," said Mr. Fly.

Program Control Idea Called 'Ridiculous'

"We have not told the people to put on or take off any program on any station. I think that's a sound provision—that the Commission has no authority to pass on programs from hour to hour or day to day. So far as I'm concerned I don't think its desirable that the Commission have more authority. The idea of program control doesn't come into the thing. I very deliberately class that contention as ridiculous."

"Your construction is," asked Senator Tunnel, "that traffic doesn't mean particular broadcasts, or what shall go on the air?"

Chairman Fly said it was.

"I'm more concerned as to what the law ought to be than what it is now," declared Senator McFarland.

"I think because of the propaganda that has been sent out to stations, the industry has created fear in the minds of some of these stations, particularly the maller stations," commented Senator Wheeler.

VISITING Patterson Field, Fairfield, O., are radio men (l to r) Gilbert Seldes, television program director of CBS; Lt. Russel D. Beadle Jr., assistant base adjutant; and Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami, and WHIO Dayton. They are standing under the wing of a Flying Fortress.

Chairman Fly accused the NAB of "misleading" some stations and the newspapers in its campaign, then asserted: "I do think the people who have been before you know the problem and what it should be. Under the guise of taking away from us some of the power we never claimed, they are going to get something they really want—to go back to monopolies. I think you could leave the law exactly where it is and give the Commission a duty it has always exercised.

"If I thought I had any responsibility on programs I'd be ashamed to show you the NBC programs from 10 o'clock in the morning until 6 o'clock at night. As far as I'm concerned I want to wash my hands of it. I think the public should not have to tolerate those kinds of programs."

Senator Brooks wanted to know if it were true that personnel of the Commission had called station attorneys and suggested that certain things be done and in that way had caused fear among broadcasters.

Foreign Language Problem Not a Worry

"I don't want anything like that to take place regarding programs," declared Chairman Fly. Senator Wheeler interposed a question about foreign language stations, asking if the FCC, "working with the OWI has insisted on putting off the air certain commentators."

Mr. Fly said broadcasts in "enemy languages" have given the Government considerable concern, then asserted: "The Commission has rendered cooperation to other Government agencies. No station has been deleted." Senator Wheeler expressed the view that if a station is broadcasting enemy propaganda the "Commission should act in the public interest", but Mr. Fly assured the committee the foreign language question no longer is a problem.

"Station managers have taken hold in cooperation with the OWI," he said. "All these stations are owned and managed by American citizens." When Senator Wheeler asked if any programs had been put off the air, Mr. Fly said he thought "certain pro-Fascist announcers have been taken off the air, but that's through the OWI and FBI; the Commission hasn't taken any action."

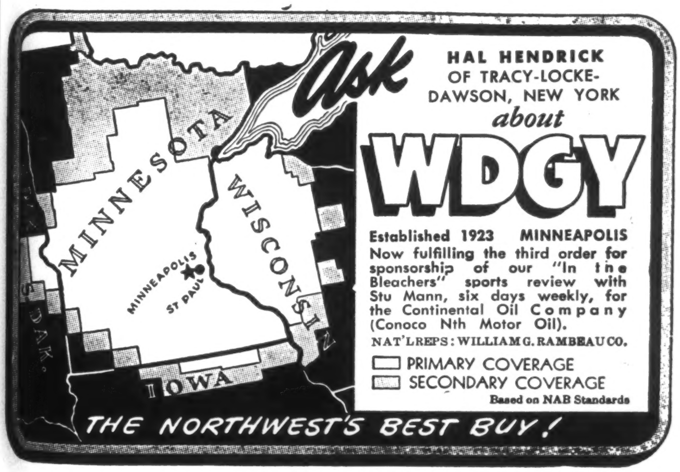
Senator McFarland asked how the Commission would decide an issue where two applicants, of equal qualifications, wanted the same frequency in the same community. "Wouldn't you consider programs?" he queried.

"Yes sir," replied Mr. Fly. "In terms of long range operation and other things being equal, we might get down to the point where carefully worked out plans to give high-level programs to the public would be considered."

Job Swap

VALUE of radio when an employment crisis arises was demonstrated when work was drastically curtailed at the Utah Ordnance Plant in Salt Lake City. Over KSL went hundreds of spot announcements and special programs telling the unemployed workers what to do for reemployment, and guiding the shifting group to where they were needed. Thus the employment dislocation was remedied with the minimum of time and confusion.

Referring to testimony of Luigi Antonini [BROADCASTING, Dec. 13] that an Italian-language program had been taken off the air by WELI New Haven, Senator Brooks commented: "I could see that any interference with foreign-language announcers might cause fear and stations would throw all foreign-language programs off." Mr. Fly said he had been criticised for his stand but that "foreign-language broadcasting in general is a good thing". He adder that the FCC investigated the complaint of Mr. Antonini against WELI and that "they took the program off for a network program to make more money." He did say, however, that he understood the station had con-



Ask HAL HENDRICK OF TRACY-LOCKE-DAWSON, NEW YORK about WDGY

Established 1923 MINNEAPOLIS
Now fulfilling the third order for sponsorship of our "In the Bleachers" sports review with Stu Mann, six days weekly, for the Continental Oil Company (Conoco Nth Motor Oil).
NAT'L REPS: WILLIAM G. RAMBEAU CO.

▭ PRIMARY COVERAGE
▨ SECONDARY COVERAGE
Based on NAB Standards

THE NORTHWEST'S BEST BUY!

Your PRODUCT couldn't be in BETTER COMPANY than . . .
Mildred Bailey's

When it comes to the home, Central New England women think of Mildred Bailey as a housewife after their own heart on her "Afternoon Journal"! She talks their language about dozens of household problems in housewise terms. In the homes of the industrially prosperous WTAG audience, many a product has been admitted under her banner.

Mildred Bailey is a housewife by profession. Articles and services gain audience acceptance on her radio program because she knows their qualities from actual experience and usage. If you want to place your product in good company, ask us for the full story of advertisers who have discovered how true this is.

The only station which DELIVERS the Central New England audience

When You Buy Time—
Buy An Audience
WTAG
WORCESTER

BASIC COLUMBIA
PAUL H. RAYMER CO.
National Sales Representatives
Associated with the Worcester Telegram-Gazette

YOU CAIN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days—but not Farmers (Ky.)! That's why Farmers and all such Kentucky villages *together* are a mere stalk in the cornfield compared with the Louisville Trading Area. With $610,000,000 in purchasing power, this Area does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . To fill your silo with sales in the Louisville market, WAVE is the only station you need—the station that gives you complete coverage at lowest cost!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

For Tomorrow's Broadcasting—
LOOK TO
★LINGO
For advanced design and superior performance in
VERTICAL TUBULAR STEEL RADIATORS
PATENTED FM TURNSTILE RADIATORS
We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.
JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

ducted a survey and found that the Italian program "didn't have enough listeners" to warrant keeping it on the air.

Trammell's Disclaimer Draws Retort From Fly

Senator Wheeler asked if the Commission had called in any commentators to criticize them for statements they had made. The FCC chairman said the Commission had received some "very pointed complaints from very responsible people", some of them members of Congress, but that no action had been taken other than to write for copies of the commentators' scripts to "turn over to the complaining parties".

Scouting testimony of President Trammell of NBC that the public won't listen to programs it doesn't like or want, Mr. Fly said: "You can put on the worst possible program and draw a tremendous audience." Senator McFarland remarked that certain commentators who say "John Doe will divorce Mary Doe next week" shouldn't be permitted to broadcast such reports on rumors, asking: "No matter if the public does want to hear it, should they?"

"I don't think that's good broadcasting," said Chairman Fly. Then he criticized President Trammell, who had said when the committee found fault with certain programs "they're not on our network."

"Some of these things Mr. Trammell so glibly washed his hands of when he said 'they're not on my network'," declared Mr. Fly "why he raised them from pups."

Proposes FCC Power to Fine Stations $500 Daily

On the general question of regulating programs Senator McFarland said: "Frequently when you put in one regulation to clear up one thing, it works against the whole industry."

At the concluding session Thursday, Chairman Fly came armed with a 35-page document titled "detailed comments on the provisions of S-814" embodying a section by section analysis of the White-Wheeler Bill. It was not read, however, and was inserted in the record in toto. The memorandum covered in detail objections to provisions of the bill most of which previously had been cited by Chairman Fly.

Then came the drafts of two proposed amendments to the Act, one which would amend Section 310 (b) to require FCC approval to transfer of station stock amounting to 20% or more instead of the present requirement involving only transfer of control. The second proposed amendment would authorize the FCC to fine stations a maximum of $500 a day for violations of the law or the regulations as a penalty short of forfeiture of license through revocation [see text of proposed amendment on page 56].

While Chairman Fly agreed with Sen. White that in many cases suspension of license might be the equivalent of revocation, he said it would also "penalize the public", which would be deprived of service. He saw no harm, however, in having a suspension provision in the law as a "permissive" power. Sen. White observed that any penalty other than a "money penalty" would adversely affect the public.

A WELCOME HOME handshake is given Royal Arch Gunnison (center) by Miller McClintock, president of Mutual, while Theodore Streibert, vice-president of WOR, New York outlet of Mutual, looks on. The trio was snapped at a luncheon for advertising agency executives given last week for Gunnison, who recently returned on the Gripsholm after a long internment in Jap prison camps. The Mutual correspondent starts his own series of commentaries Dec. 22 on that network.

Chairman Fly loosed another tirade against the "big networks" and particularly RCA. Describing in detail the broad scope of RCA operation, he asked the committee to bear in mind that it is a "predominant holding company". Moreover he held no one can go into television without "doing business with RCA". While Mr. Fly said this would be "competition" in television, mentioning DuMont, CBS and General Electric, he said he would assume that anyone who produces anything in that field would "have to have licenses from RCA".

Fly Would Put FM Ahead of Television

Attacking the previous testimony of Mr. Trammell, Mr. Fly pointed out that the NBC president had emphasized television and had made "only slight reference to FM". It was Mr. Fly's opinion that FM "is ready to deliver its broadcasting service" and is "several years ahead of television."

Declaring that because Maj. E. H. Armstrong controls basic FM patents RCA "tended to discourage FM", Mr. Fly said RCA therefore was pushing television. He said he was not trying to condemn RCA, but that he simply wanted to bring to the attention of the Committee, the "environment under which all radio legislation has been drafted and enacted." When television spreads across the country, combining sight with sound, it will have a tremendous impact and "it is ominous if we consider any possibility of 'singleness of control.'"

When Sen. Gurney asked whether radio's past history indicated that the public had not benefited, Mr. Fly leveled another tirade against radio generally, but singled out NBC. To answer that question he said "I would like to have a picture made by a psychiatrist of a housewife's brain after she had listened to NBC all day."

Asserting that he was unable to talk in terms of "net gains" Mr. Fly declared finally that radio in this country was the best in the world.

Sen. White interjected that he was the only real "trust buster" in radio, because it was as a result of legislative steps he had taken while a member of the House that the separation of RCA from General Electric and Westinghouse ownership ensued. Chairman Wheeler, however, observed that the man who had made a record as a radio "trust-buster" was Oswald F. Schuette "who now works for RCA." Recalling that Mr. Schuette headed the organization (Radio Protective Association) which sought the dissolution of RCA's original ownership, Sen. Wheeler said Mr. Schuette "was so good at it that RCA took him over." And he added, "I don't blame them, because he's a good man."

The examination again veered to program control when Sen. McFarland pointed out that Mr. Fly had previously testified that he did not seek program powers.

Mr. Fly held there would be no remedy in the licensing of more stations for FM. This would provide more service and improved electrical quality and would be "wholesome" but "the notion that you can get the cure for the program situation from FM is erroneous."

Inferring that the public is not very articulate on some matters, Chairman Fly said that while he had been accused by the Cox Committee of "high and very atrocious crimes" he had hardly received a letter about these

TEST YOUR KNOWLEDGE OF PANAMA

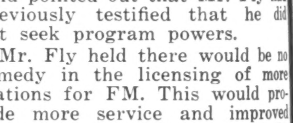
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co., Inc.
9 Rockefeller Plaza New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

charges. But on soap operas he said he received "a lot of fan mail" after his statements before the Senate Committee. He said he didn't know how to appraise it. Then he reiterated his view that "the trashier the show the more people will listen." He alluded to "low culture, the vulgar and gambling" as catching "awfully big audiences."

Sen McFarland suggested something akin to the Gallup type polls to appraise listener reaction. He felt not much could be determined through fan mail.

When Sen. Moore concluded that what Mr. Fly wanted was to have programs that "meet your approval," the FCC Chairman responded by reading a specially prepared analysis of network programs purporting to show that for the week of Dec. 12 NBC had only one hour and 45 minutes of sustaining programs between 7 and 11 for the entire week, as against 26 hours and 15 minutes of commercials. CBS had 2 hours and 15 minutes as against 25 hours and 45 minutes of commercials.

Suggests Congress Consider Sustaining Time Requirement

Sen. Gurney, drawing upon his background as a practical broadcaster, pointed out that this did not mean that every station on the network carried the commercials, since most commercials went only to the basic network outlets. But Mr. Fly countered that if the stations did not carry network commercials, they probably carried local commercials.

Sen. Wheeler stressed the responsibility of stations and networks as to program standards, and declared that if they did not elevate them, "sooner or later the time will come for Congress to legislate." Sen. McFarland interjected that the same thing might happen in radio that has occurred in the motion picture industry.

The high spot in the program discussion came when Sen. Moore observed that Mr. Fly disclaimed any desire to have any power over programs but that "you do infer that Congress should do something about them in specific legislation." Mr. Fly rejoined that Congress might consider a provision "that a certain percentage of time be given to programs of certain types such as music, education and the like and that some time during evening hours be given over to sustaining public service programs."

Mr. Fly then cited the *Catholic Hour*, which he said had been a network program for 14 years and that NBC wanted to "put it off for Amos 'n Andy." NBC, he declared, "did not succeed in that putsch." Sen. McFarland quickly pointed out that this proved his point—public opinion takes care of such matters."

After reading one or two complaints about pushing around "of sustaining programs by the networks, Mr. Fly said he was "happy" to see broadcasters "make a lot of money" but added there should be the requirement that they give more time to public service programs and that they "plow back" earnings. He said that in this period of "greatest earnings" the "dollar has been predominant;" and that broadcasters are trying to "milk every last dollar out of it." He questioned the long range wisdom of cancelling of public service programs to make way for commercials.

Chairman Wheeler posed the question of whether Congress should write into the law that when a radio license is granted the licensee should be required to reserve a certain amount of time for educational and public service programs. He commented that these franchises are extremely valuable and may be worth "hundreds of thousands." Such a procedure would take the "program power out of the hands of the bureaucrats." Viewing conditions generally with trepidation, Sen. Moore said that history shows that imposition of controls lead to Government domination and ultimately to "Government ownership." Mr. Fly, however, contended that the networks were "shooting at control all over the country." He held that broadcasters "had not learned their lesson" as had other business men.

'Permanent Licenses' Seen Aiding 'Vested Interests'

Arguing against "permanent licenses for stations, as had been proposed earlier in the hearings, Mr. Fly declared that the "forces which would dominate the industry" would be given a stronger hold. He alluded to them as "vested interests". Such licenses also would not be "engineeringly feasible", he said, because reallocations are necessary from time to time. He alluded to NBC and its ownership of WEAF as a clear channel station. It might be desirable to duplicate that channel somewhere in the West, he said, and with a permanent license "the vested interests would be protected". Chairman Fly made no mention of the fact that an application is pending by Ed Craney, KGIR Butte, for 50,000 watts on the WEAF frequency. Mr. Craney had attended all the hearings, in the capacity of unofficial advisor to Wheeler.

Opening up the clear channel subject, a pet topic of Chairman Wheeler, Mr. Fly said that the Commission might have to do something in the future about them. He said it might find it necessary to "take these clear channels away from the coasts and move them inland where they will do most good." Answering Senator Wheeler he said WOR had lost no coverage of any consequence through duplication of its clear channel by KIRO Seattle.

"Why can't we break down some of the others in the East and provide better service?" Senator Wheeler asked. Mr. Fly said, "It can be done".

Post-War Activity Discussed by Fly

Alluding to post-war developments, Mr. Fly referred to the Radio Technical Planning Board operations. Asked by Chairman Wheeler whether the FCC had decided on policy regarding licensing of FM stations to standard broadcasters and what disposition would be made of the standard stations after FM receivers are sold in abundance, Chairman Fly said the Commission now is licensing FM stations to AM broadcasters. The Commision has not yet "considered the question of dual operation or frequency removal", he said.

Chairman Wheeler observed that Congress should do something about allocation of frequencies to government departments and perhaps provide that government agencies make a showing competitive with the public on frequency allocations. He did not ask Mr. Fly to respond, declaring he did not want him to get into controversy with other government agencies.

Then Chairman Wheeler read a series of prepared questions covering practically all of the controversial issues pending before the Commission. These covered savings resulting from reduction in longline costs; the FCC's freeze order and grants made to stations since that time; the Carr Collins-Baylor U. grant at Corpus Christi, Texas; the authorization to WGAR Cleveland to operate with 50,000 watts; the question of banning of dual ownership, which Mr. Fly said would have the practical result of "eliminating all such ownership," and the question of newspaper ownership, which Mr. Fly said would be settled "in a matter of days".

The questions propounded by Chairman Wheeler and Mr. Fly's answers are published in full text beginning on page 9.

Upon completion of Mr. Fly's testimony Chairman Wheeler announced the Committee would take up new legislation in executive session. Mr. Fly declared he might submit additional proposals.

NBC
AFFILIATED STATION
RICHMOND, VA.
WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE
5000 WATTS

STOP LOOK LISTEN
"920"
—is the spot on the dial that stops thousands of home folks who respond with their purchases!
—*Ask John Blair*—
5,000 Watts
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MR. RADIO EXECUTIVE:
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Fly Blocks FCC Probe, Is Charge

Chairman Lea Accused Of 'Whitewashing' By Miller

REFUSAL of FCC Chairman James Lawrence Fly to permit Commission employes to be questioned by staff members of the House Select Committee to Investigate the FCC, except in executive committee sessions or open hearings, coupled with charges that Chairman Clarence F. Lea (D-Cal.), by his rules of procedure, is attempting to "whitewash" the probe, came to light last week as strained tension between committee members broke into the open.

At what General Counsel Eugene L. Garey had planned as a "routine preliminary questioning" but what became a public hearing Wednesday afternoon, Mr. Garey charged that his staff was being hamstrung by the "open hearing" procedure before he or his assistants had a chance to ascertain what, if anything, the FCC witnesses knew. Mr. Garey questioned David H. Deibler, FCC attorney in charge of station transfers, as to the "relationship" between Harold A. Lafont, general manager of the Bulova stations, and Chairman Fly. Rep. Hart interrupted to say that the witness had testified "he doesn't know of any relationship".

"Not a Hearing"

"This is a witness who, under the committee's rules, we have not been permitted to examine," declared Mr. Garey. "We have to conduct our investigations in public hearings. This is not a presentation of testimony at a public hearing by witnesses the staff has examined prior to the hearing. This is a public investigation, rather than a hearing. I don't know what this witness knows and I've got to ask him to find out."

Mr. Garey previously had argued off the record with the chairman over admission of sworn statements taken in the presence of Rep. Wigglesworth (R-Mass.). The chairman refused to accept the statements, despite the fact that Mr. Wigglesworth, a committee member, was present and administered the oath.

"When I became chairman of the committee," said Mr. Lea following Wednesday's session, "Mr. Fly told me he'd give us the fullest cooperation. I presume that was on the assumption that Mr. Garey would resign." Explaining the unique arrangement, which was said to place the FCC in the position of "telling Congress" how the investigation should be conducted, Mr. Lea said:

"If a witness comes in voluntarily the staff may question him and determine whether he has information that might be of value for presentation to the committee in public hearing or executive session. If we bring in a witness by force, under the procedure we must question him in either executive session or public hearing. The Commission won't let its personnel volunteer so we have to bring them in by force." He explained that "force" means formal request of the Commission for appearance of its personnel before the committee.

Challenge by Rep. Miller

Mr. Lea said he had asked Mr. Fly "what the Commission's intentions are" but that he had received no reply. The rules of procedure prompted the charges of "whitewash" alleged to have been hurled by Rep. Louis E. Miller (R-Mo.) in executive session Dec. 7. Although an undercurrent of dissension has been reported between a majority of the committee and the chairman, the whole question involving also the Commission's purported "supervision" over Mr. Lea was brought into the open last Tuesday morning, when an executive session resolved itself into a public hearing for lack of a quorum.

According to Capitol Hill talk, first indication that all was not well between certain committee members and Chairman Lea reached the boiling point on Dec. 7 when, in executive session, Rep. Miller, who has been a staunch advocate of a thorough investigation, is said to have challenged the chairman's procedure.

General Counsel Garey had supenaed Lt. Henry A. Wise, former official of the Black River Valley Broadcasts Inc., and Eliot C. Lovett, his counsel, to testify on the WNNY Watertown, N. Y., case in which the FCC granted a construction permit in Oct. 1936, and then canceled it by wire.

Rep. Miller objected to Chairman Lea's purported contention that it was necessary to have a quorum present for routine examinations by committee counsel. Mr. Miller said that such procedure was a waste of time for committee members and a hindrance to the committee's legal staff. Chairman Lea is said to have charged Rep. Miller with disagreement over the policy of procedure adopted by the committee [BROADCASTING, Oct. 25].

That procedure, adopted Oct. 18, provides: "All hearings of the committee shall be presided over by one of its members. All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session with a quorum present."

It was at the close of the executive session that Rep. Miller is reported to have charged that Chairman Lea was attempting to "whitewash" the investigation but that the committee would see that a fair and thorough inquiry is conducted.

Flares Again

For several days the committee functioned peaceably, it was reported, until last week. On Monday afternoon Counsel Garey called J. B. Beadle, in charge of operators' licenses at the FCC, for preliminary investigation. While Chairman Lea, Rep. Magnuson (D-Wash.) and Mr. Miller listened, the general counsel and his staff conducted what Mr. Garey termed a "routine investigation" in the staff offices.

"I wasn't sure just how much of a witness Mr. Beadle would make and I didn't think it was advisable to conduct a hearing until after the staff had concluded its preliminary work," said Mr. Garey. "Frequently we are given

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information, but upon routine examination we learn that the information will have no bearing on the investigation of the FCC as authorized by Congress. In such cases we don't waste the time of committee members."

On Tuesday morning the "executive session" was to resume in Mr. Garey's office at 10:30. Only Rep. Hart showed up. After waiting some time, he returned to his private office.

Meantime Rep. Miller arrived and Mr. Hart was summoned. Mr. Lea said he had authorized Mr. Garey to hold an "open" hearing, rather than executive session, in the absence of a quorum. When Mr. Hart returned to the staff offices, he called an open hearing at 11:30 and what Mr. Garey had intended to be a preliminary investigation, resolved itself into a public hearing. The only spectators, however, were some FCC personnel, headed by Charles R. Denny Jr., Commission general counsel.

During the testimony of Mr. Beadle, Mr. Denny interrupted to offer a suggestion when the witness said he couldn't recall certain details about correspondence which was under discussion. Mr. Garey exploded:

"I object, Mr. Chairman. It's my understanding that this is an investigation by the staffs." Acting Chairman Hart cautioned Mr. Denny about interrupting and the FCC counsel replied:

"That's all off the record." The hearing recessed at 1 p.m. for an hour.

At the afternoon session, Chairman Lea, summoned from his private office, attended the hearing long enough to admit into the record statements made by Mr. Beadle on Monday, as well as the testimony given on Dec. 7 by Lt. Wise and Mr. Lovett (see page 12).

QUENTIN REYNOLDS, commentator on *Salute to Youth* on NBC, will be guest of honor at a fund-raising luncheon to be given at the hotel Ambassador, New York, Dec. 23 by the broadcasting and radio artists division of the New York and Brooklyn Federation of Jewish Charities. Luncheon speakers will include Milton H. Biow, president of Biow Co.

House Probers to Hear FCC

(Continued from page 12)

in the letters and told the committee that the Commission reversed its decision without giving reason.

Advice Sought

When the hearings opened Wednesday Counsel Garey suggested that the committee fix a date when it could inspect stations operated by the RID and FBIS and those operated by the Navy and "make its own comparisons".

Joseph A. Hines, Boston attorney, representing Miss Natalie S. Whitwell, 80, told the committee that WORL Boston had changed ownership since 1936 but that the FCC had advised him records did not show it. Mr. Hines testified that in 1936 Miss Whitwell loaned $40,000 to George A. Crockwell, William E. Eynon and James K. Phelan to buy WORL. He told the committee they pledged the capital stock as security, but later disposed of their interests to Harold A. Lafont and Sanford Cohen.

Mr. Hines was seeking redress for his client, but came to the committee he said, seeking advice about procedure after he had attempted to get some action from the FCC.

Rebuttal Discussed

David H. Deibler, FCC attorney in the Law Dept. Section 310B, identified correspondence relating to Mr. Hines' complaints. He said, following a preliminary examination in November 1941, that he recommended the Commission conduct an investigation into the control of the station stock, but that no action was taken. Testimony of Mr. Lafont and Mr. Cohen, taken before Rep. Wigglesworth (R-Mass.) Nov. 22, was admitted to the record Thursday when both men told the committee the statements were correct with amendments.

When Thursday's session got underway before Rep. Hart, he asked Mr. Garey what action the staff had taken to present the FCC rebuttal to testimony already in.

"That has been taken out of the hands of the staff and it is now in the hands of Chairman Lea and Chairman Fly," said Mr. Garey. "As far back as July I attempted to work out something with Mr. Denny. At the time Judge Cox resigned I again pressed the matter with Mr. Denny. I have been advised that the presentation by the FCC would be handled by the chairman of the FCC and the chairman of this committee."

Mr. Denny said "it was the full Commission and not the chairman which directed me to enter into no further negotiations with Mr. Garey." Rep. Hart expressed dissatisfaction, contending "that should be left to the staff." He said criticism had been leveled at the committee on the grounds that it refused the FCC permission to appear.

FCC On in January

"We are very anxious to present our case," said Mr. Denny. At that point Elton Layton, clerk of the House Interstate & Foreign Commerce Committee, of which Mr. Lea also is chairman, went for the chairman, who was in his private office. As the chairman arrived Mr. Denny said:

"I have been acting under instructions of the full Commission to go ahead so that we would be ready to present our case. I had heard that the Commission was going to be heard this week, but I understood Mr. Garey wanted to clean up a few things first."

"I think, Mr. Chairman, that unless we agree upon a procedure, we'll find ourselves in a mess," interposed Counsel Garey. Chairman Lea supposed the procedure of the past would continue, but that the committee and the Commission probably could reach an agreement.

"This committee is not being run by an agreement between it and any other agency," declared Rep. Hart. "I entirely concur in that viewpoint," added the chairman. "We discussed that with Mr. Denny," he added, addressing committee counsel.

"I wasn't present at that discussion with Mr. Denny," replied Mr. Garey.

Mr. Denny proposed to put on first the FCC side of the RID and FBIS. The controversy ended before a definite date for the FCC case was reached, although Messrs. Denny and Garey conferred after the meeting with Chairman Lea and it was announced that the FCC would start its case next month.

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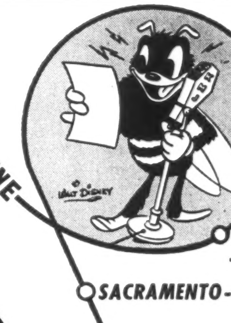

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National Sales Manager
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National Representatives

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MISSISSIPPI BUSINESS

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For First 10 Months of 1943

The average monthly gain in business activity in **Mississippi** for the first 10 months of 1943 is 25.9% over the same months in 1942.

The average monthly gain in the **Jackson District**, for the same period, was 21.9%.

This sustained **UPWARD** trend makes Jackson and Mississippi a **MUST** on your 1944 schedules.

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National Representatives
GEORGE P. HOLLINGBERY CO.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

- • -

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

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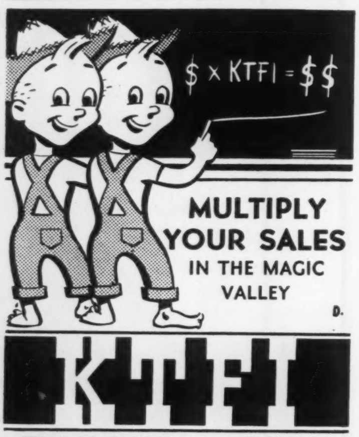

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WIBW The Voice of Kansas in TOPEKA

Fly Discloses Policy Confusion

(*Continued from page 9*)

was not passed on at all to the broadcasting stations in that section of the country—

FLY: I have had a number of such complaints. . . .

WHEELER: Let me ask you: What was the date of the freeze order? . . .

FLY: February 23d of 1942? . . . April 27, 1942, was the more complete freeze.

WHEELER: Now, what was its purpose?

FLY: The purpose there was not to authorize construction which would create a demand for critical materials which were used for war purposes.

WHEELER: What happened to all the equipment that was allegedly made available through non-use by broadcasters? . . . The Army and the Navy used very little of it, didn't they?

Equipment Stored

FLY: I am afraid that the armed services used very little of that equipment. I have been rather disappointed in that regard. I do not mean to be critical, but it was my hope that where we refused to make the grants and to authorize construction, and the material was on hand, that this would accomplish the two good purposes of getting the materials where they would be useful for the war purposes and avoiding a loss on the part of the individual applicants. I do not think that has happened to a great extent. It has in a number of important cases, but not generally.

WHEELER: My understanding, the information that came to me, was that the Army and the Navy took absolutely none of that, that the O.W.I. did take a little of it, but that most of it is still stored away.

FLY: I think that that is generally true, sir. They have taken certain important pieces of equipment, but by and large that equipment has just been stored away. Some of it has been utilized where stations have been destroyed by fire or other calamity; and where under the rules we could authorize a construction, a little of the equipment has been taken and put in those spots. For example, today we can put in a 250-watt station where there is no service. Now, that will absorb a little of it, but by and large I think you are right, sir; I think it is in the warehouses, and I am not very happy, sir.

WHEELER: How many construction permits have been granted since the date of the freeze order?

FLY: I shall have to check that, sir, and notify you.

WHEELER: My information is, there were about 15 of them.

FLY: I will notify you on that, sir.

WHEELER: Now, did you make a grant to Carr Collins and Baylor U. for a 50 kw new station in Corpus Christi, since the freeze order?

FLY: Not a new station, sir. What we did was this, and of course you know something of the history of those border stations. Mr. Collins owned a station across the border down there, a big powerful station, and many difficulties arose, including international difficulties, in our efforts to eliminate that and all of those other border stations which in effect were outside the realm of United States law and United States regulation but still were there serving large areas of the United States.

WHEELER: There wasn't any war necessity for that station, was there?

FLY: I do not think there was any great necessity for it, but what we accomplished there was the alleviation of one of the most difficult international problems we had, and we took that equipment and moved it across the border and set it up at Corpus Christi for a daytime station.

WHEELER: Collins was the owner of Crazy Crystals, was he not?

FLY: I think so, sir.

WHEELER: And he has a contract with Baylor U. which will result, will it not, in Collins' probably eventually owning the station?

FLY: Oh, I think that his obligation to Baylor is permanent, sir. I do not have the details of that here.

WHEELER: What was the reason for increasing the power of WGAR at Cleveland and installing a new transmitter and changing the frequency? That was a violation of your original freeze order, was it not?

Interference a Factor

FLY: Yes. That is, superficially it was, sir. The circumstances are this: the Aluminum Co. put up a big plant right around the transmitting plant of WGAR, and they had these heavy drop forges and things of that kind, and a tremendous lot of interference and a lot of physical interference. Their tubes went out there: I think toward the end of that operation they have gone out maybe as many as one in a month, and the Aluminum Co. was expanding all around that plant, so it just became necessary to move it out of there. And of course we couldn't afford to have a station go off the air in Cleveland because that is one of the spots in this country that has not had proper service, and it is essential if we are to have the full network outlets in that important area. The Commission also wanted to retain a priority on a broadcast frequency. From an international standpoint there were indications that a valuable facility would be lost to the United States if not put in use.

WHEELER: The Commission recently promulgated an order prohibiting dual ownership in the same community.

FLY: That is right, sir.

WHEELER: You have an exception in there, when the Commission decides that such dual ownership is desirable. It would seem to me that your order was rather ambiguous. If it is a bad thing, why not prohibit it altogether?

FLY: I think that the practical result of the rule will be to eliminate all of the duplicate ownerships, sir. I think you are right. It will be difficult to find that any dual ownership is in the public interest or that the public interest is served by having the duality.

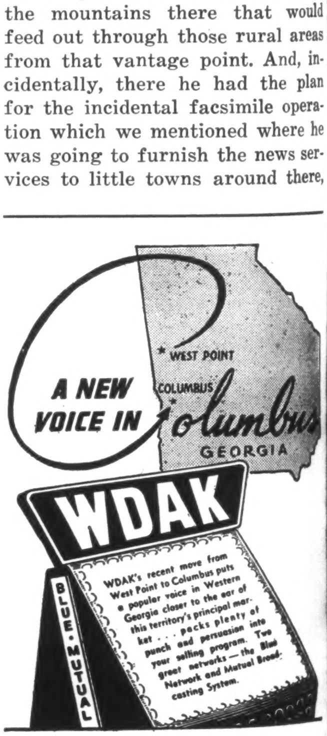
WHEELER: Nearly three years ago the FCC announced that all pending applications filed by newspapers for broadcast licenses would not be considered pending the final determination of the question of newspaper ownership of stations. How many newspaper owners have been granted new construction permits since that time, if any:

FLY: None, I believe, sir.

Experiment, Says Fly

WHEELER: Did you not grant a permit for an FM to Gordon Gray, a newspaper publisher in Winston-Salem, N. C.?

FLY: Gordon Gray owned an interest in a Winston-Salem paper, and he put an FM station on, I think it was, Mt. Mitchell up in the Smoky Mountains; and, as I understood that situation, there was no duplication, or substantial duplication, of the coverage of the Winston-Salem paper or the station there and the new FM station. But I think the main consideration there was that the Commission was very interested in having that experimental operation, to have a powerful FM station up on the mountains there that would feed out through those rural areas from that vantage point. And, incidentally, there he had the plan for the incidental facsimile operation which we mentioned where he was going to furnish the news services to little towns around there,



WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks — the Blue Network and Mutual Broadcasting System.

Headley-Reed, National Representative

nd the Commission was very uch interested in the experimental character of that operation.

WHEELER: What about the *Wor-ester Telegram*? Wasn't an FM tation granted the *Worcester Tel-gram?*

HYDE (Assistant General Coun-el): Mr. Chairman, that was not new one; that was a conversion f an experimental commercial.

FLY: That was a conversion of n experimental license to a regu-ar licensee.

WHEELER: The *Worcester Tele-ram?*

FLY: It was not a new one.

WHEELER: Not a new one.

SEN. MCFARLAND: Well when, r. Fly, were you going to make ur decision on this newspaper atter? One of the members of e Commission indicated it would e done before this hearing was mpleted, and I wondered if you ere—

FLY: I think we are down to a atter of days on that, sir, and you do not fold up here before e holidays formally, I think that s statement may well have proved curate. . . .

SEN. MCFARLAND: You haven't y recommendations, I take it, if ngress should consider the ad-isability of providing for a cer-in percent of sustaining time, as how that would be done, the per-ntage, and so on?

FLY: I think we could offer some ggestions there, sir, and I would rtainly be glad to confer with the mmittee in that regard. . . . I ight want to pick up some tag nds and cover them by letter if ou don't mind.

WHEELER: All right. That will nclude the hearings, then. I do t know of anyone else who has ked to be heard, and so that will nclude these hearings, and the mmittee will take up the ques-on of the new legislation in exec-ive session and decide what they sire to do.

Gem Oil Plans

EM PACKING Corp., Brook-n, has named Emil Mogul Co., ew York, to handle advertising their edible oils, effective Jan. 1. adio will be used in an expanded mpaign for the product accord-g to the agency.

ee! I just remembered—
FDF Flint said to avoid un-cessary travel."

SENATOR MAYBANK

MUTUAL OFFERING TALKS ON CIRCUIT

MUTUAL has established as a permanent practice a special service to advertisers, making available to them upon request for sales conferences and other meetings of the air its closed circuit facilities. Third such "radio convention" was held last Friday when MBS turned over the 4:30-4:45 p.m. period on a closed circuit to Employers Group, Boston, sponsor of Cedric Foster's Sunday commentaries, now heard on the full network.

Agents and field representatives of Employer's Group, insurance company unit, were invited to gather at station studios throughout the country to hear a talk by Edward Stone, president of the company, and by Miller McClintock, Mutual president. Schenley Distillers took advantage of the offer recently to call its dealers and salesmen to MBS affiliate studios to hear talks by Mr. McClintock, Schenley officials and others, tying in with the shift to Mutual of the Xavier Cugat show for Dubonnet wines. Network offers a full network for the closed circuit talks, regardless of how many stations are included in the sponsor's hook-up.

Philco Video Plans

APPLICATIONS for new television stations in New York and Washington were filed with the FCC last Friday by Philco Corp., Philadelphia. Television Channel 9 is sought in New York and Channel 4 in Washington. Power is not specified. Philco now is licensee of a commercial television station WPTZ in Philadelphia as well as an experimental transmitter in that city.

Agency Changes Name

UNITED ADVERTISING COMPANIES, Chicago, will change its firm name to O'Neil, Larson & McMahon Adv. Co., effective Jan. 1. Harry O'Neil, formerly secretary and treasurer of Benson & Dall, Chicago; Edward Larson, present vice-president of United Adv., Chicago, and Nelson J. McMahon, now United president, will head the agency.

World Series Plan

(*Continued from page 11*)

tions to the exclusion of other programs. In this way unnecessary duplication would be avoided."

Senator Maybank said he concurred in the Commissioner's views and plans to confer with Mr. Durr in the near future in an effort to work out some feasible plan whereby the entire country would be within listening range of the Series broadcasts.

"I don't believe all stations should carry the World Series," said the Senator. "A lot of people just aren't interested in baseball and they should have the privilege of listening to other programs. But there are a lot of people in every community who do like baseball. All of them can't see the World Series so they depend on radio. I believe that universally popular sports events such as the World Series, the Kentucky Derby and others of general public interest should be made available to any radio station or network that wants to carry them."

Prior to this year's Series, Senator Maybank wrote Judge Kenesaw Mountain Landis, baseball's high commissioner, protesting the exclusive sale of the World Series to any one network. [BROADCASTING, Sept. 27]. He said he was not satisfied with Judge Landis' reply.

Denies Fly Charge

REFUTING the testimony of James Lawrence Fly, FCC chairman, that NBC had attempted to "push the *Catholic Hour* off the air," Edward J. Heffron, executive secretary of the National Council of Catholic Men, on Friday wrote Senator Wheeler, chairman of the Senate Committee on Interstate Commerce, denying any attempt by NBC to "high-pressure" the Council into shifting the hour to a less desirable time. Mr. Heffron explained that last spring, NBC had suggested the Council consider moving the program from 6 p.m. to 3 p.m. Sunday, when a larger number of stations could carry the program. When NCCM asked that the time not be changed "NBC accepted this decision with good grace," he says.

WNBT New York, NBC television outlet, on Dec. 13 carried official military newsreels of the battle of Tarawa, and of the Cairo and Teheran conferences.

STANLEY P. McMINN, active in radio for 20 years, has been named to the newly-created post of managing editor of *Electronic Industries*, published by Caldwell-Clements, New York.

C. E. HOOPER, president of C. E. Hooper Inc., and Matthew Chappell, technical consultant, are co-authors of *How to Measure Radio Audiences*, a book designed to explain the precise methods and results of the various types of audience survey.

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

The Only
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
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NBC
Station For
WINSTON-SALEM
GREENSBORO
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★
5000 WATTS
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The Northwest's Best
Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD

CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

The
TIME BUYERS'
STATION

WDOD
Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

SELL THE 7th. STATE

MAINE N.H.

★ CUT YOURSELF ⅓ of NEW ENGLAND

with STATION WLAW

CONN. R.I.

LAWRENCE, MASS. 680 K.C.

THE DOMINANT COVERAGE FOR A GOOD MARKET

WRBL
COLUMBUS, GA.
CBS

81 TO 96.8%
HOOPER RATING

REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 11 TO DECEMBER 17 INCLUSIVE

Decisions . . .

DECEMBER 14

WKZO Kalamazoo, Mich.—Granted consent voluntary assgn. license from WKZO Inc. to John E. Fetzer and Rhea Y. Fetzer, d/b Fetzer Broadcasting Co. (No money consideration.)

KWG Stockton, Cal.—Adopted order granting petition to reinstate and grant application for CP make changes in transmitter, antenna, change power from 100 w to 250 w.

KROY Sacramento, Cal.—Adopted order granting petition to reinstate and grant application for CP install new transmitter, change power from 100 w to 250 w.

KOMA Oklahoma City, Okla.—Submission of application for license renewal requested by the Commission so that it may be set for hearing on question of interference to Guatemala. (Application to change frequency from 1520 kc to 690 kc and related applications of KGGF Coffeyville, Kans. for license renewal, increase power from 500 w to 1 kw on 690 kc heretofore set for hearing.)

WOR-FM New York—Granted request change call letters to WBAM.

DECEMBER 15

WTMA Charleston, S. C.—Granted motion dismiss without prejudice application for CP move present auxiliary transmitter to site main transmitter and use 250 w.

DECEMBER 16

WCAP Asbury Park, N. J.—Granted license covering CP install new transmitter.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GARRETT & Co., Brooklyn (Virginia Dare and Garrett American wines), on Dec. 24 only sponsors *Spirit of Christmas* on 30 Mutual stations, Fri., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

LARUS & BROS., Richmond, Va. (Chelsea Cigarettes, Edgeworth Tobacco), on Jan. 16 starts *Guy Lombardo's orchestra* on 62 BLUE stations, Sun., 10:30-11 p.m. Agency: Warwick & Legler, N. Y.

Renewal Accounts

DR. PEPPER BOTTLING Co., Dallas, Tex., (Dr. Pepper), on Jan. 2 renews for 13 weeks *Al Pearce & His Gang in Fun Valley*, on 140 BLUE stations, Sun., 4-4:30 p.m. Agency: Tracy-Locke-Dawson, Dallas.

GILMORE OIL Co., Los Angeles (petroleum products), on Dec. 31 renews for 52 weeks, *Gilmore Furlough Fun* on 5 NBC Pacific stations, Fri., 9-9:30 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., Hollywood.

WESTINGHOUSE MFG. Co., Pittsburgh (institutional), on Jan. 9 renews for 52 weeks Westinghouse program on 131 NBC stations, Sun., 2:30-3 p.m. Agency: Young & Rubicam, N. Y.

Network Changes

ELGIN NATIONAL WATCH Co., Elgin, Ill. on Jan. 21 shifts *The Adventures of Nero Wolfe* from 66 CBS stations, Sat., 7-7:30 p.m. to 140 BLUE stations, Fri., 7-7:30 p.m. (repeat 10:30 p.m.). Agency: J. Walter Thompson Co., Chicago.

P. BALLANTINE & Sons, Newark (beer and ale), on Dec. 27 replaces *Ogden Nash and Guy Lombardo's Orchestra* with musical comedy show, featuring William Gaxton on 41 CBS stations, Mon., 10:30-11 p.m Agency: J. Walter Thompson Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams shaving cream), on Jan. 2 adds 18 CBS stations to *William L. Shirer*, making a total of 64 CBS stations, Sun., 7-7:15 p.m. Agency: J. Walter Thompson Co., N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 18 replaces *Horace Heidt's Treasure Chest* with *A Date With Judy* on 128 NBC stations, Tues., 8:30-9 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

WESTERN Electric Co., New York, declared a dividend of 50 cents per share on common stock, payable Dec. 30. Action was taken at a meeting of directors Dec. 14.

Applications . . .

DECEMBER 13

American Colonial Broadcasting Corp., Arecibo, Puerto Rico—CP new standard station to operate on 1230 kc, 250 w, unlimited.

WGKV Charleston, W. Va.—Relinquishment control licensee corporation by Worth Kramer through sale of 28 shares of stock to Richard M. Venable and Eugene R. Custer.

Calumet Broadcasting Corp., Hammond, Ind.—CP new standard station to operate on 1520 kc, 5 kw, daytime hours.

DECEMBER 15

WARC Inc., Rochester, N. Y.—CP new standard station, 1240 kc, 250 w, unlimited. (Facilities of WSAY when relinquished by WSAY operating on 1370 kc as authorized by CP.)

KODY North Platte, Neb.—License to cover CP authorizing change in equipment, 1460 kc to 1240 kc, 1 kw to 250 w, D to unlimited.

Albuquerque Broadcasting Co., Albuquerque, N. M.—CP new experimental television station, channel No. 1 (50000-56000 kc), A5 and special emission, 3 kw.

DECEMBER 16

Charles P. Blackley, Staunton, Va.—CP new standard station, 1240 kc, 250 w, unlimited. Amended re change type transmitter, antenna, studio site.

Birney Imes Jr., Tupelo, Miss.—CP new standard station, 1490 kc, 250 w, unlimited. Amended re equipment changes.

AMERICAN Standards Assn. has announced a revision of the radio war standard for Dry Electrolytic Capacitors (Home Receiver Replacement Type) (C16.7-1943-2nd Edition) first approved Feb. 16, 1943. Capacitors chosen represent the least number of units necessary at this time.

Hooper Reports Sho
5% Gain in Sets-in-U

AN INCREASE of almost 5% "sets-in-use" over the Nov. 30 port was announced last week C. E. Hooper Inc. in the "nation program ratings report for D 15. The latest "sets-in-use" fig is 31.7, while the average rating up 3% from the previous report.

Bob Hope continues at the of the list of "first fifteen" grams followed by Fibber McG and Molly, second, and Charlie Carthy, third. Balance of the in order of ratings, is as follo Jack Benny, Lux Radio Thea Aldrich Family, Mr. District Att ney, Frank Morgan-Fanny Bri Eddie Cantor, Walter Winche Bing Crosby, Kay Kyser, Abb and Costello, Screen Guild Playe and Bandwagon. Red Skelton co tinues to lead those programs n measured in the eastern time zon

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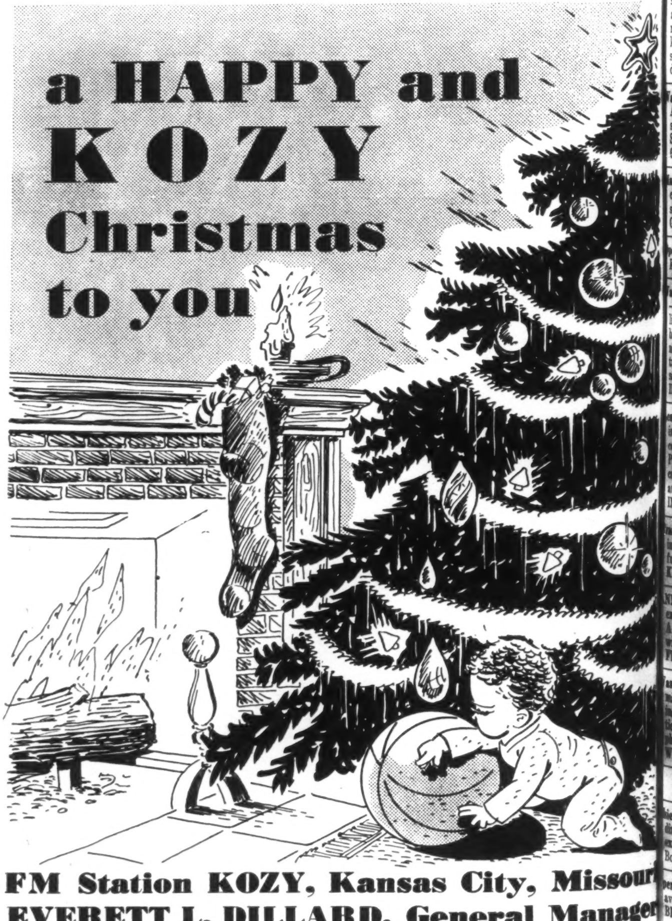
War Film Available

A FACTUAL sound film report the military situation, prepare especially for the war workers America by the War Dept., will released for public showings Dec. 26. The film, "War Depar ment Report", is available to radi stations for studio showings station-sponsored programs befo local groups. It is 45 minutes length. Requests for prints, 16m or 35mm, should be addressed Capt. Monroe W. Greenthal, Indu trial Services Division, Bureau Public Relations, War Dept., Was ington, D. C.



FM Station KOZY, Kansas City, Missour
EVERETT L. DILLARD, General Manage

OWARD P. WARREN, formerly ce-president and general manager of inute Tapioca Co., Orange, Mass., s been elected president of the comny, according to an announcement Austin S. Igleheart, president of eneral Foods Corp., parent company.

HALLICRAFTERS Co., Chicago announces it has manufactured and delivered more than $44,000,000 worth of short-wave communications equipment to the armed forces and lend-lease, in the two years since Pearl Harbor.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

nouncer—Who wants permanent place with new Blue-Mutual station. Starting pay, $35-$40 week. Write or wire WDAK, Columbus, Ga.

anted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 630, BROADCASTING.

anted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

ant to settle down and work for real people in a real town? Then here's what you're looking for. 1000 watt part time station in best town in North Carolina has opening for Program Director and one announcer who can do news. Basic salary in keeping with ability. State all in first letter. Need you right away. Box 628, BROADCASTING.

NNOUNCER—Two top men with experience and good reputation have opportunity join congenial staff with top station in busy New England. Basic salary $47.00 weekly plus opportunity commercial fees. Working conditions excellent, standards high. Announcer wanting steady position send complete references, details, to Box 623, BROADCASTING.

anted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, Starting Salary First Letter. Write Box 631, BROADCASTING.

an or Woman—To sell and service accounts on new Blue-Mutual station. State salary requirements. WDAK Columbus, Ga.

erator-Announcer—First class license KSUN Lowell, Ariz.

anted—1st Class Operator—Good salary—good town—no war industry—moderate living conditions—transmitter located 8 blocks from center of city—good permanent job as chief operator—western electric equipment—state qualifications and salary expected. KDLR Devils Lake, N. Dak.

ading Clear Channel Station—Desires immediate application from experienced continuity writers, men and women. Please give all details, background, education, practical experience, draft status and reference. Box 634. BROADCASTING.

ansmitter Engineer—Good pay. Good living conditions in non-defense area. Give full particulars, first letter. Write or wire KFNF, Shenandoah, Iowa.

NNOUNCER—Permanent position for experienced man. $56.00 for fifty hours. A real opportunity. Send transcription with full details to Manager, WFDF, Flint, Michigan.

anted—Experienced local salesman. Permanent position with top station in leading New England market. Give all particulars, salary requirement, and include photo in first letter. Radio Station WTAG, Worcester, Mass.

Situations Wanted

ief Engineer—9 years 5 kw. Experienced directional antenna, surveys, etc. Draft exempt. Desires connection in South. Box 633, BROADCASTING.

erator—First class license, experienced, available soon, East preferred. Box 632, BROADCASTING.

Situations Wanted (Cont'd)

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation. No fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

News Man—Three years' experience. Now employed regional Kilowatt. 4-F, $40 weekly. Prefer South, Southwest. Available January first. Box 625, BROADCASTING.

Commercial Manager-Salesman—13 years top producer same midwest newspaper-radio combination. Versatile, aggressive. University graduate, age 38, family. Top references. Go anywhere. Box 624, BROADCASTING.

Adaptable Young Man—Honorable discharge U. S. Army. Graduate New York University Radio Dept. Interested in writing, production or other such setup with agency or station. Prefer metropolitan New York area. Box 622, BROADCASTING.

NEWSMAN—Friendly voice, writer, college graduate. Now with regional network. Desires permanent news position. Write Box 621, BROADCASTING.

ARE YOU A PROGRESSIVE STATION? You need a woman announcer. Three years' experience announcing, dramatics, copywriting, young, intelligent, available now. Box 620, BROADCASTING.

Newspaper Advertising Manager—38, draft exempt, desires to make similar connection in radio. Box 619, BROADCASTING.

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 618, BROADCASTING.

PROGRAM DIRECTOR—With substantial background in management, training and supervising announcers, copy and traffic. Program ideas, ability to produce, draft exempt. Now with 1,000 watt station. Salary $60. Box 617, BROADCASTING.

Position Wanted as Chief Engineer of Broadcast Station in near future. Want permanent connection, no combination job desired. Preferred with living quarters. Assistant Chief of 5 KW station at present. Box 616, BROADCASTING.

Want Successful MANAGER for your station? Presently employed—progressive—youthful—completely reliable—draft exempt. Person desires change—excellent reason. Confidential. Write P. O. Box 6662, Cleveland, Ohio.

Wanted to Buy

Wanted To Buy—One Western Electric type 10A tuner in good condition. Box 629, BROADCASTING.

WANTED TO BUY—200 to 250 ft. **BLAW KNOX OR SIMILAR STEEL TOWER.** Box 627, BROADCASTING.

Wanted To Buy—Regional radio station in south or southwest. Box 626, BROADCASTING.

Wanted To Buy—Local or regional stations midwestern, southern, or eastern states. Full or controlling interest only. Box 615, BROADCASTING.

NBC History

A HISTORY of NBC in its relation to the development of the radio industry is traced in a 24-page booklet issued by NBC's promotion department for distribution to affiliates, and to the public through the information and public service departments. Freedom as the underlying basis for American broadcasting as opposed to restrictions in foreign countries is a recurrent theme throughout the booklet. Included is an explanation of "American Radio's Four Freedoms,"—Freedom to Listen, Freedom Not to Listen, Freedom to Broadcast, and Freedom from Fees and Licenses." The title is "What Goes on Behind Your Radio Dial."

Kalamazoo Symphony

FEATURING for the first time a small community symphony, in cooperation with the OWI, the Kalamazoo Michigan Symphony Orchestra Concert, Dec. 12, was recorded by WKZO Kalamazoo, and offered for broadcast in January to 40 key U. S. stations, the BBC, and 400 other stations. Herman Felber, conductor of the WLS Chicago orchestra, directed the symphony concert. Included in the transcribed broadcast will be an eight-minute narrative describing Kalamazoo.

Fox Beer on Blue

PETER FOX BREWING Co., Chicago (Fox Deluxe beer), on Dec. 21 will begin sponsorship of a weekly half-hour musical program, *Fox Deluxe Variety Hall*, on 20 BLUE midwest stations. Program will originate out of WLW Cincinnati, 7:30-8 p.m. each Tuesday. Anticipated are additional Virginia and West Coast stations. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

Manpower Project

ATTEMPTING to obtain sufficient manpower to meet lagging production schedules, a special emergency committee representing Chicago's radar and radio manufacturers has been formed. Charles M. Hofman, Belmont Radio Corp., was appointed chairman, and other members are Edward W. Shephard, Philco Corp.; Henry C. Forster, Radio Speakers Inc.; Clayton Ruyle, Zenith Radio Corp.; James P. Wray, Crowe Name Plate & Mfg. Co.; Lynn Shapiro, Belmont Radio Corp., secretary. An extensive newspaper advertising campaign is now before the committee. Radio is contemplated. Agency is W. W. Garrison & Co., Chicago.

"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York., N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

War Dept. Plans Holiday Programs

Special Shows Carry Greeting To Troops Overseas

SPECIAL programs carrying Christmas and New Year's Day greetings to American military and naval forces overseas and broadcasts to this country of holiday observances from the fighting fronts have been arranged by the War Dept.

A three-hour Christmas program, featuring entertainment stars and name bands and carrying greetings from heads of the various services, has been produced and transcribed by the Armed Forces Radio Services. Every medium of broadcasting, including shortwave, Army and local foreign stations, playbacks and public address systems, will be employed to bring the program to the troops.

Messages from Secretary of War Stimson, Secretary of the Navy Knox, General Marshall, Admiral King, Lt. Gen. Holcomb of the Marine Corps, Admiral Waesche of the Coast Guard, and heads of the various women's services will be carried to the forces.

Stars Featured

A 90-minute *Command Performance* program, to be broadcast only in theatres of operation, will include Bob Hope, Jack Benny, Fred Allen, Nelson Eddy, Dinah Shore, Jimmy Durante, Kay Kyser, and the Charioteers. Bing Crosby will be featured in *Christmas Album*, a 15-minute show. Other AFRS features will include Fibber McGee and Molly, Ginny Sims, Fred Waring, and Basil Rathbone.

For New Year's Day, the AFRS has arranged for overseas broadcast a one-hour program which includes such leading bands as Bennie Goodman, Freddy Martin, Tommy Dorsey, Cab Calloway, Harry James, Count Basie, Jimmy Lunceford and Xavier Cugat.

Christmas observances by American forces in distant theatres will feature broadcasts to the United States, arranged through coordination of major networks and the Army Bureau of Public Relations. Plans include a chorus of 200 American soldiers in the Holy Land, a midnight mass behind the battle lines in Italy, and Christmas observances in a South Pacific Island.

FDR to Report

PRESIDENT Roosevelt will broadcast from Hyde Park at 3 p.m. Christmas Eve, he announced at his Dec. 17 press conference, first since his return from Tehran. He said the broadcast would provide a report on the Tehran conference, aimed especially at the armed forces. He indicated the networks might repeat the half-hour speech at 10 p.m. that night, but the networks had not yet announced definite plans Friday night.

Holiday Cheer Via Special Broadcasts Will Feature Schedules of Major Nets

AS IN 1942, the holiday broadcasts this year on the four major networks will specialize in giving Christmas cheer to servicemen and women overseas and at home, with Christmas features on the majority of commercial programs during the coming week and special programs arranged to celebrate the Yuletide.

Garrett & Co., Brooklyn, for Virginia Dare wines, is sponsoring a half-hour Christmas party on 30 Mutual stations Christmas Eve, with music and a dramatization, which will be available to all Mutual affiliates. Elgin Watch Co., Elgin, Ill., again this year will sponsor two hours on CBS Dec. 25 as a salute to servicemen and to home front workers. Outstanding Hollywood stars will appear.

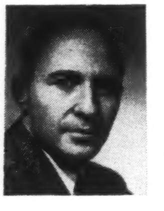
NBC has arranged a three-hour Christmas Day program, which will pick up messages from American soldiers at various points around the globe. Niles Trammell, president of NBC, will give a brief talk, and Robert St. John, NBC news commentator, will m.c. The BLUE will present its usual 2-5 p.m. Metropolitan Opera program, sponsored by Texas Co.; and at 8:30 Christmas night, Allis-Chalmers Mfg. Co. begins its sponsorship of the Boston Symphony orchestra concerts on the BLUE.

Outstanding Christmas week broadcasts on the networks include the address on Mutual Dec. 25 by King George VI of England, speaking on the annual BBC Yuletide roundup of messages from soldiers and sailors overseas, also three quarter-hour Honolulu Christmas shows on MBS, dedicated to the Army, Navy and Marines; CBS traditional presentation of Handel's Messiah by the Columbia Symphony Orchestra, and on Dec. 21 on CBS an hour variety program for American listeners and shortwaved to the AEF under sponsorship of Standard Brands, New York, in the interest of the baking industry of America.

On NBC, Standard Oil of California is presenting a Christmas Day salute to its employes on an hour variety program, also to be shortwaved abroad. Also outstanding on NBC is the annual presentation of "The Lord's Prayer" by Amos 'n Andy on their Christmas Eve Lever Bros. program.

Both *Breakfast at Sardi's* and the Coca Cola Co.'s *Spotlight Bands* show are giving Dec. 24 Christmas parties for servicemen and women as part of the BLUE's holiday plans, and on Dec. 25 the BLUE is carrying a message to the world from the Archbishop of Canterbury with a program later in the day from the battlefields of Italy and other foreign points.

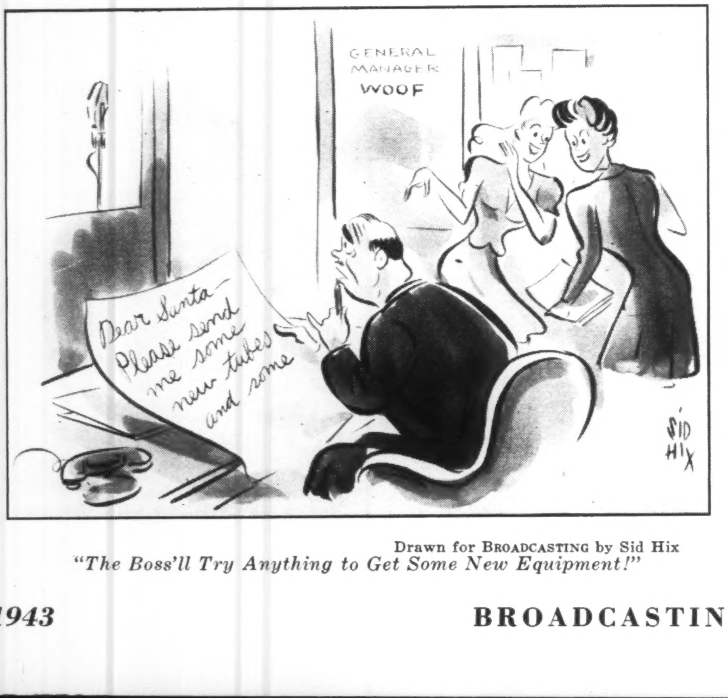
JACK BISCO NAMED UP SALES MANAGER



Mr. Bisco

JACK BISCO has been appointed general sales manager of the United Press, according to Hugh Baillie, UP president. He will continue as assistant business manager, a post he has held for several years.

A native of Fort Worth, Bisco joined the Dallas UP office in 1930 as a newsman. He transferred to the business office and became business representative for the Southwest division. He came to the New York office, as sales director, then was made assistant business manager. In his new position, he succeeds Edwin Moss Williams, now vice-president and general business manager. Al Harrison remains radio sales manager.



Drawn for BROADCASTING by Sid Hix

"The Boss'll Try Anything to Get Some New Equipment!"

Butcher to N-E

Mr. Butcher

BLAYNE R. BUTCHER, radio agency and station veteran, joined Newell-Emmett Co., New York, Dec. 16 in a radio executive capacity. He formerly held the radio directorship of Ward Wheelock, New York, and prior to that had been with Lennen & Mitchell, New York, nine years. Mr. Butcher has held station executive positions at WTAR Norfolk, WLVA Lynchburg, WGH Newport News, WBAP Fort Worth, WLW Cincinnati and WCAU Philadelphia. He has been associated with the production of the Woodbury, Pebeco, Sensation Cigarettes, Jergens, and *Radio Reader's Digest* shows.

Bill Quarton Succeeds

Mr. Quarton

WILLIAM (Bill) QUARTON has been named general manager of WMT, Cedar Rapids - Waterloo, to succeed Sumner D. Quarton, resigned. Bill has been commercial manager of WMT for 10 years. He is first vice-president of the Cedar Rapids Chamber of Commerce and chairman of the Code Committee of the NAB.

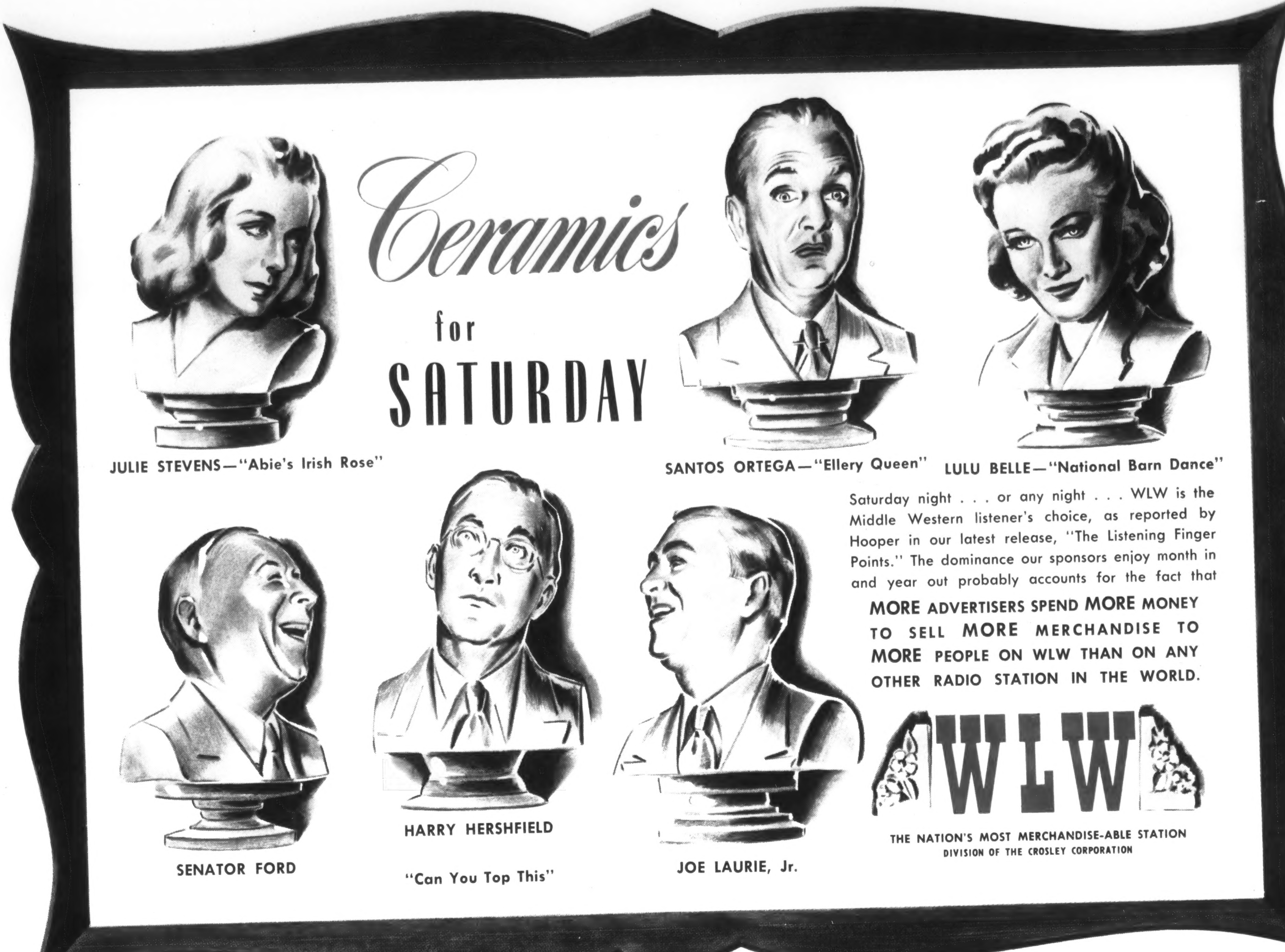
Chet Thomas Is Named As Manager of KXOK

Mr. Thomas

APPOINTMENT of C. L. (Chet) Thomas as manager of KXOK St. Louis, was announced last Friday by Star Times Publishing Co., owners and operators of KXOK and KFRU Columbia, Mo. Mr. Thomas succeeds Clarence G. Cosby who recently became manager of WINS New York.

Mr. Thomas has been with the *Star Times'* stations for seven years, five as general manager of KFRU. For the past two years has been on special organizing work for KXOK. He began in radio in 1928 with WLW-WSAI Cincinnati serving six years as traffic manager and director of station activities. He joined Hearst Radio Inc. as assistant manager of WINS, remaining there for two years. A year before joining the *Star Times* organization he was assistant sales manager of KSD St. Louis.

A graduate of the U. of Cincinnati, Mr. Thomas majored in advertising and sales organizing. In addition to his KXOK managerial duties he will handle national sales for both stations. Plans of the *Star Times* organization include FM and television for both KXOK and KFRU.



Ceramics for SATURDAY

JULIE STEVENS—"Abie's Irish Rose"

SANTOS ORTEGA—"Ellery Queen"

LULU BELLE—"National Barn Dance"

SENATOR FORD

HARRY HERSHFIELD

"Can You Top This"

JOE LAURIE, Jr.

Saturday night . . . or any night . . . WLW is the Middle Western listener's choice, as reported by Hooper in our latest release, "The Listening Finger Points." The dominance our sponsors enjoy month in and year out probably accounts for the fact that

MORE ADVERTISERS SPEND MORE MONEY TO SELL MORE MERCHANDISE TO MORE PEOPLE ON WLW THAN ON ANY OTHER RADIO STATION IN THE WORLD.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION
DIVISION OF THE CROSLEY CORPORATION